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Leading Publication in The World of Offset-Letterpress Printing

MARCH 1958

1958 INLAND PRINTER

How One Small Printer Makes An Enviable Profit

Rogersnap Business Forms Company in New Plant

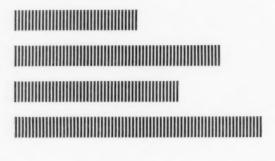
New Yorkers Are Solving Tough Lithographic Problems

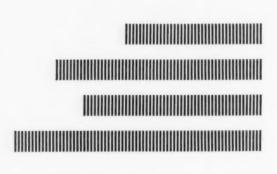
Mutual of New York Adopts Spot Carbon for Forms

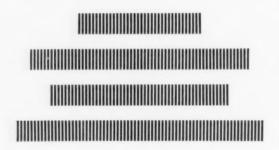
LTF Survey Indicates Offset Color Printing Complex

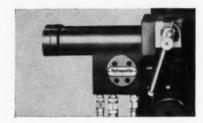
How National Board Judges and Approves New Types

Rotary Business Forms Section of PIA to Meet in Chicago March 18-21









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THE INLAND PRINTER



THE LEADING MAGAZINE IN THE WORLD OF OFFSET-LETTERPRESS PRINTING

MARCH 1958 Volume 140 Number 6

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LEADING ARTICLES

How One Small Printer in South Makes Enviable Profit 55 L. G. Laycook made a phenomenal profit with his plant in 1941; take a look and see what he does under today's conditions New York City Panel Solves Members' Offset Problems 57 Inadequate drying equipment, water levels, fountain dividers, static, press washers, other troubles beset NYEPA members Rogersnap Business Forms Company Occupies New Plant 58 In 20 years time Will Rogers built his one-man shop into one of largest independently-owned plants with 65 employees PIA Rotary Business Forms Section to Meet in Chicago 62 March 18-21 meetings are designed to help specialty printers keep up to date on equipment and to help improve profits How Mutual of New York Uses Spot Carbons for Forms 64 New York insurance company cuts down large amount of paper work by adopting new forms utilizing spot carbon process Survey Shows Complexities of Offset Color Printing 66 The Lithographic Technical Foundation's research laboratories seek plan to eliminate confusion and inconsistent results Life of Your Presses Depends Upon Proper Lubrication 82 Many printing plants are still using antiquated methods for keeping presses lubricated, but should adopt new system Attempts to Eliminate Confusion in Type Face Designs 84 National Board on Printing Type Faces has been working long and hard for years to standardize type foundry practices PIA Holds Presidents' Conference for Top Management 96 Palm Beach meetings provide means for printing company heads to learn about new technical and management developments

REGULAR FEATURES

Books for the Printer	80	Newsletter	53
Composing Room	84	Offset	66
Convention Calendar	111	People in the News	127
Graphic Arts in Washington	108	Pressroom	82
Last Word	142	Proofroom	87
Month's News	96	Salesmen's Clinic	86
New Equipment	88	Specialty Printer	64
New Literature	120	Specimen Review	74

Front Cover design by LeRoy Barfuss, Houston, Texas

For contents of previous issues of The Inland Printer, consult the Industrial Arts Index in your library



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LETTERS TO THE EDITOR

Southern Comfort From Atlanta

Editor, The Inland Printer:

At the last meeting of our board of directors the following resolution was passed and incorporated in the minutes which were mailed to the membership:

"Resolved, That the Board of Directors of Printing Industry of Atlanta, Inc., acting in behalf of the membership, spread upon the minutes a formal expression of appreciation to The Inland Printer, its staff, and particularly its editor, Wayne V. Harsha, for the many fine articles and photographs which the publication has carried for the past several years on Printing Industry of Atlanta, Inc. and its members and activities; and also to thank the valuable trade publication for its coöperation with the staff of Printing Industry of Atlanta, Inc. on matters pertaining to the association, its members, and the Atlanta graphic arts industries."

I am very happy to send you this copy of the resolution and to add my own expression of appreciation for the cooperation you have always given the association.

-Richard A. Stout, executive director, Printing Industry of Atlanta, Inc.

(Editor's note: Many thanks, Dick, for that dandy resolution. Usually, editors are likely to get a kick in the pants when something goes wrong; seldom are they praised for a job well done. We're happy you're happy!!)

Collectors, Please Note

Editor, The Inland Printer:

In your December 1957 issue a letter to the editor offers for sale a complete file of The Inland Printer. I am hoping to be the lucky one to get this file.

I am also a subscriber of The British Printer in which there recently was a story relative to the Printers International Specimen Exchange. I have a copy of this specimen book, Vol. IV, 1883. I am wondering whether there might be a subscriber of your magazine who would like that this unique volume. Would you be kind enough to mention this in your next issue?

—William A. Smith, Times, Loudonville, Ohio

This Fish Is No Sucker!!

Editor, The Inland Printer:

I read with a great deal of interest the references to Henry Lewis Bullen in "The Last Word" for November. At the time he was contributing his series of biographies of the great typographers (1921-22), I was a junior on the editorial staff of IP. If I remember correctly, he also had a regular page of scholarly comment on the printing art. I looked forward each month to receiving his copy. Unfortunately, I never had the privilege of meeting him in person.

Stephen Horgan was another contributor I remember with pleasure. I met him on two occasions at the office, and some three years after

leaving IP 1 ran into him unexpectedly at a convention in Cleveland.

I have always been grateful for my early experience working in a print shop and for the two years I was with IP. Printing experience is invaluable to any editor.

—Carman Fish, National Safety News Magazine, Chicago.

Printing Progress in Karachi

Editor, The Inland Printer:

We have applied to the State Bank of Pakistan for permission to remit to you a subscription for one year to *The Inland Printer*. With this letter we are forwarding your question card duly filled in.

For your information we are printers and publishers of the Holy Koran and other Islamic Literature which at present we are doing by letterpress—all on Chandler and Price New Series or Craftsman printing presses, hand-fed. A sample page from one of our publications which has been produced on these machines is enclosed.

We are completing the gradual changeover of our plant from hand-fed machines to automatic machines and to this end we have recently installed one fully automatic 15x20 machine. Three more machines are expected to be delivered within the next six months. We are also planning to start silk screen printing within the next few months and will possibly go into offset printing also in 1959.

We might mention in passing that we have a very good friend in America, American Book Stratford Press, Inc., New York City. Mr. Sidney Satenstein, president, has visited us in Karachi and is fully conversant with our activities.

—Enayatullah & Co., Taj Co., Ltd., Karachi, Pakistan.

We Bow Low to Queen's Printer

Editor, The Inland Printer:

I have been very much interested over the past years, not only in your magazine but particularly in the Specimen Review department by J. L. Frazier. Many times I have thought of submitting specimens for review and have finally decided to send you a copy of an advertising brochure and our government letterhead for your comments.

The booklet, "Manitoba, Land of Vacation Contrasts," was lithographed by a Winnipeg firm, Bulman Bros. Ltd., with art work, photographs, color transparencies and layout provided by our Industry & Commerce Department.

Two copies of our letterheads are enclosed, one my own on executive parchment, the other a departmental letterhead on Colonial bond. These two grades of stock are used for general and executive stationery. The building, the crest, and the top line are lithographed in large quantities with the headings for the various departments and branches imprinted as required. Your comments will be appreciated.

—R. S. Evans, Office of the Queen's Printer, Winnipeg, Manitoba, Canada.

(Editor's note: Thank you, Mr. Evans. You don't have to wait for the Queen to approve samples before you send 'em to us in future. The more the merrier!!)

TYPESETTING does not have to be



Typical American capitalistic enterprise sparked the development of a specialized typesetting industry half a century ago. In 1958, profitless typesetting reeks of decadence, so if you are tired of providing a "loss leader" in any of your printing operations, consult an ITCA-member firm to learn how you can profit on the type you print.

That firm's association with the largest trade group devoted to solving any and all problems of the composing room — concentrating on the processes and function of typesetting — nurtures qualification to understand your problems of typographic composition.

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Combined with other machines it gives you a one-girl bindery

If used with the Macey Collator, the Stitch-A-Fold can deliver 3,000 saddle-stitched books an hour at a cost of \$1.25 per M. One girl can operate both machines. The Stitch-A-Fold also can be hand fed and still save \$1.80 per M.

Here's how it saves

Instead of following the normal procedure of folding, trimming, gang stitching and making the final fold, here's what you can do with the Stitch-A-Fold.

- 1. Put the signatures or flat sheets and unfolded covers into the collator attached to the Stitch-A-Fold.
- 2. This combination will assemble the book, (jogged to the head) saddle stitch flat, put final fold in signature with cover, and deliver booklets ready for final trimming where needed.

You save ...

Labor charges for 5 or 6 people • Time on gang stitcher Two trims on cutter when handling single sheets Time on folding machine • Several transfer operations

Get facts now

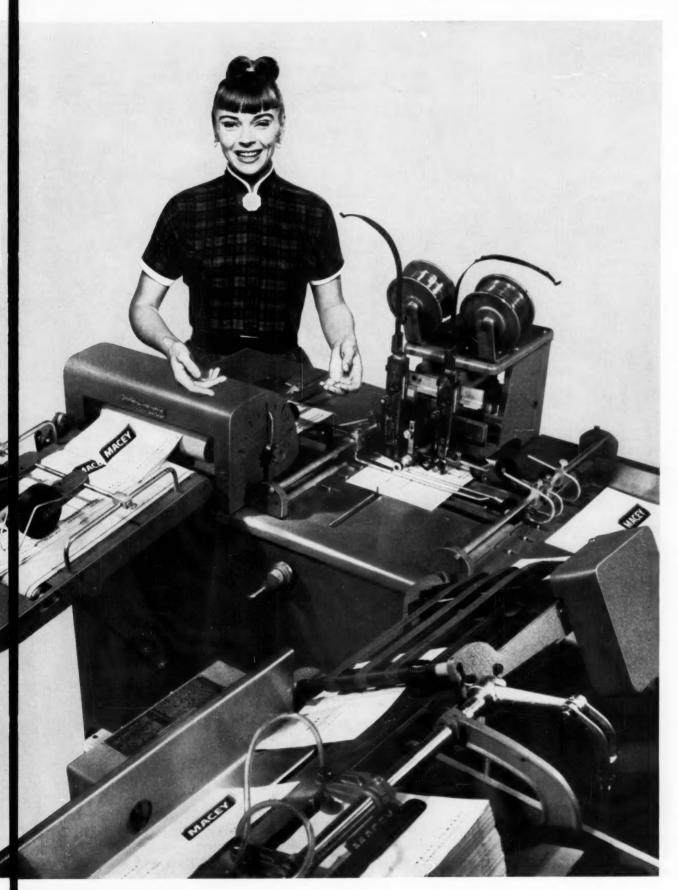
Write for complete information on Stitch-A-Fold. We'll be glad, also, to set up a motion picture showing of the Stitch-A-Fold in action.

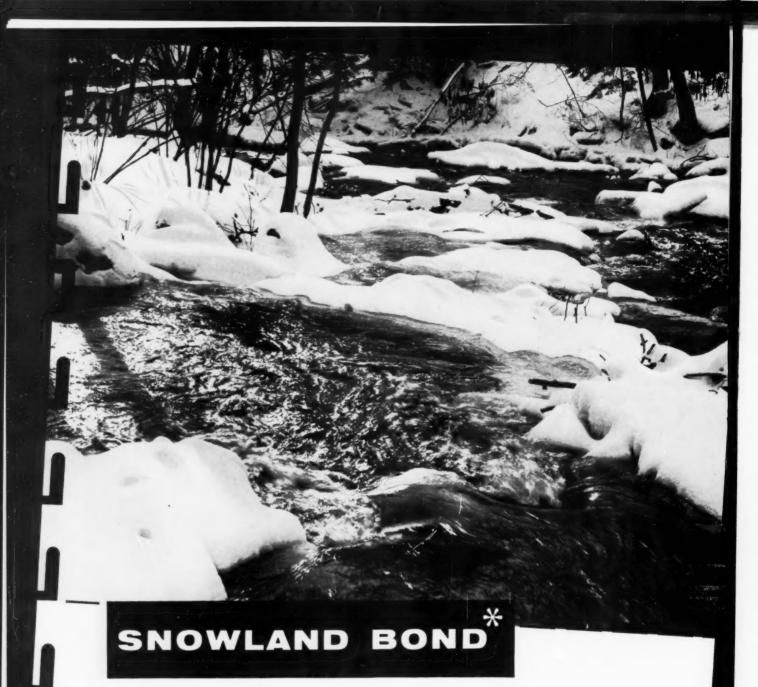


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as well as we can. Many of you have asked for reproductions of the illustrations appearing in our national advertising. Mead now has available for you reproductions of these pictures suitable for framing and without advertising copy. Just send us the coupon below. The Mead Corporation, Dayton 2, Ohio. Sales Offices: Mead Papers, Inc.: Dayton, Ohio • New York • Boston • Chicago • Philadelphia • Atlanta

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news

AMERICAN TYPE FOUNDERS

ISSUE NO. 2

ELIZABETH, NEW JERSEY

A special job for the ATF Chief 29 offset pressprinting on rayon

Bernard Press in New York recently put one of their Chief 29's to a severe test. They reproduced, on rayon silk, a Chinese-style painting. The job ran in seven colors, on lightly woven fabric laminated to 18 point board.

Complications of the Job

Original art consisted of a hand painting in seven colors on champagne colored silk. Camera work and platemaking were handled with extreme care, to capture the soft line and tonal qualities, but the presswork actually presented the most challenging features of the job. Stock handling was complicated by some of the laminating glue seeping through the fabric, sticking many of the sheets together. The stock was warped, too, and cost a dollar a sheet, making spoilage a most critical factor.

Decision to Use the Chief 29 After considering the unusual difficulties the job presented, and the high quality reproduction desired, the people at Bernard Press decided to run the job on a Chief 29. Their experience with the press on the wide variety of work it regularly handles in their shop demonstrated that the Chief 29 was the right unit for this tricky job.

Because of the heavy, curled stock, press speed was cut from



This is the Chief 29's reproduction of a Chinese print.

the usual 5500 or more IPH to 1000. The seven colors, in sequence, were white, yellow, red, blue, green, pink, and black. White was put down first to snap up the brightness of succeeding colors. The run was 3000, with a spoilage allowance of 300. But Bernard actually delivered 3,150 sheets, thus losing only 150 throughout 23,100 impressions. And most of the spoilage was caused by glue deposits.

Bernard Press and its customer were extremely pleased with the excellent results, especially since a number of people in the trade argued that the job couldn't be handled by offset. ATF assembly line at Whitinsville, Mass., where the Chief 29 and other ATF Chief models are manufactured.



ATF reports to the Printing Industry

by DeWitt G. Manley, Vice President, American Type Founders

Here's some advance information about our new one-color and two-color 26" offset presses



DeWitt G. Manley, Vice President in Charge of Sheet Fed Sales, joined ATF in 1945 as a field specialist in offset equipment. Three years later he was appointed Promotion Manager, Offset Press Sales. Subsequently he returned to the field as Manager of ATF's Detroit Branch. In 1953, Mr. Manley came back to company headquarters at Elizabeth, N. J., as Field Sales Manager. In 1955 he became General Sales Manager, Sheet Fed Division, and in December 1957 he was appointed to his present post.

We're pleased to announce that we can now reveal some specific information about our two new presses—the single-color ATF Chief 126 offset press, and its companion unit, the two-color ATF Chief 226 offset press.

ATF decided to produce these two new presses because a careful analysis of industry requirements disclosed a definite need for an offset press in the 26 inch size range. These two new high production, high quality Chiefs will work well in combination, too. A Chief 126 along with a Chief 226 will be ideal for three color work, and a pair of Chief 226's will handle four color process jobs. In addition, 80% of the parts are interchangeable.

ATF's Sheet Fed Engineering Department designed and developed the two new presses, and actually built the prototype models. The single-color unit will be available in late 1958 or early 1959, and the two-color press a very short while later.

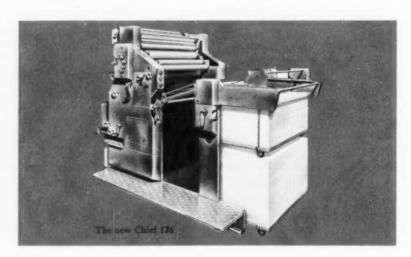
And now for the details. These advantages are common to both the Chief 126 and the Chief 226:

- maximum speed will be at least 8000 IPH
- maximum sheet size—20" x 26" (thus you can run cover stock)
- maximum printing area—19 1/8"
 x 25 1/2" (you can run 9 x 12 four up bleed, with room to spare)
- stock range—9 lb. onion skin to .030 card
- suction slow-down delivery provides excellent control for sheets printed at high speed
- floor loading feeder (double loading type)
- two sheet detectors at head stops catch misfed or torn sheets and automatically stop the press

- ink roller settings can be made from outside press frame
- ink fountain has drop ink blade for fast cleaning
- swing arm mechanism insures accuracy in feeding at high speeds and during long runs
- externally operated delivery opening cam permits opening of delivery grippers to remove jammed sheets
- ground helical gears and hardened bearers provide quiet, smooth operation and help maintain register by eliminating play

In addition to all these advantages, the two-color Chief 226 has circumferential adjustment, to simplify registration with the first printing unit.

Printed information is not yet available on either of these two new Chief offset presses. If you would like to be among the first to have full details, a card or letter to our Advertising Department will insure your having them as quickly as they are released.



Production Tips

The Advantages of Liquid Non-Offset Systems

by James A. West, Non-Offset Engineer, American Type Founders

With printing buyers demanding more colors, and larger areas of color, the problem of offset prevention assumes major proportions in the pressroom. The choice of the right non-offset equipment is vital.

For the last fourteen years, the trend has been away from liquid non-offset equipment and strongly toward dry powder systems, such as ATF's Flo-Mix non-offset units.

As a manufacturer for the past 23 years of both types—dry and liquid—ATF has had a chance to study the operation of each in all types of plants, and on all types of printing. Today there is a definite trend back to the liquid spray systems in many progressive plants, and the reasons are interesting.

Reasons for Change

The increasing use of smoothsurface presensitized plates is one important factor. Such plates require less ink—which, in turn, calls for less spray to prevent offset. The inks used have also been improved. They contain more pigment, provide better absorption and dry faster on the paper. (Whatever non-offset equipment you use, the investment of a few extra cents for better ink is well worth-while.)

Technological advances alone do not account for the switch to liquid sprays, but they contribute to it. The major factor is the liquid non-offset unit itself, and the improvements made in it during recent years.

ATF's Liqua-Spra non-offset units operate on extremely low air

pressures, which reduce pressroom "fogging" or "dusting." Dry powder systems often require expensive exhaust installations to remove "off-spray"—and call for costly sheet-cleaners to reduce the likelihood of fill-ins on halftones.

Other Advantages

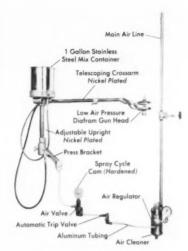
Another very important advantage of liquid units over dry powder units is their tendency to reduce static and its resultant delivery problems. Liquid mixes contain water, which helps reduce static charges. Dry powder systems usually require separate static eliminators.

Spray control is better with liquid units, too. The starch particle size is easily controlled by slightly increasing or decreasing air pressure to the gun head—so only one liquid mix need be stocked. It is even possible to turn off the liquid feed and use the compressed air as a "blow-down" to control delivery of lightweight stock.

With dry sprays, two or three grades of powder must be stocked to handle adequately various types of jobs; and it is difficult to use the dry unit as a "blow-down."

Plate or blanket batters can be easily prevented by a light application of oil to the press parts around the delivery, which prevents solidification of the spray particles, and permits their removal easily with a stiff bristle or wire brush. The oil may be applied to the parts where the mix may adhere with a rag, or sprayed on with a hand pump spray.

ATF Liqua-Spra non-offset units are designed to last for years



A typical ATF Liqua-Spra unit.

with minimum maintenance. The gun bodies and air nozzles are drop-forged brass—never need replacing unless abused. Fluid nozzles and needle valve stems are stainless steel. The air cleaners have brass tube bodies, and the air regulators have brass seats. The seating stems are long-wearing nylon. Mix containers, strainers and float indicators are made from tough, corrosion-resistant stainless steel.

Many plants have changed from dry to liquid with ATF's conversion kits. Such a change is not prohibitive in cost, since, usually, the same tripping mechanisms, air cleaners and air regulators can be used. The only investment required is for mix containers, hoses, uprights and crossarms, and press brackets.

Change Not Always Advisable

ATF does not always recommend switching from dry to liquid non-offset control. There are many applications where proper use of the dry powder system is preferable. We suggest you discuss the matter with your ATF Representative, if in doubt. And he, in turn, will secure the advice of a competent non-offset engineer to help you determine the best, and most economical, system for your specific requirements.

Comparison of web fed offset with other methods highlights web's tremendous economy advantages

A recent ATF analysis of the cost of producing a black and white offset 32 page signature 83/4" x 121/4" (untrimmed) clearly demonstrates the high productivity and economy of web presses. The study compares the costs for web fed offset with sheet fed letterpress and offset for the same job. Douglass E. Murray, ATF V.P. in charge of Web Fed Sales, and Chris M. Foss, ATF Plant Layout Engineer and Cost Analyst, compiled the report and it was given as a talk at the 1957 N.A.P.L. Convention in St. Louis.

One finding of the report illustrates the enormous economies of web fed offset. The web offset press will print and fold 50,000 32-page signatures at:

28.19% of the cost and ½6 the time of the combination of a 56" letterpress and folder

45.93% of the cost and ½8 the time of the combination of a 49½" offset press and folder 51.37% of the cost and ½6 the time of a sheetfed perfector and folder

Copies of the six page study may be had by writing to the Web Sales Dept., American Type Founders, 200 Elmora Avenue, Elizabeth, N. J.

How to print 25,000 8½ x 11" sheets per hour -two colors on both sides!

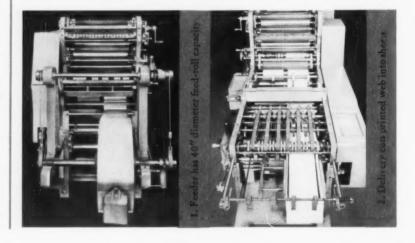
You can print two colors on both sides of an 8½ x 11" job at speeds up to 25,000 per hour on the ATF Green Hornet. This is equal to 100,000 impressions on a single color press, running one-up!

A roll of paper (maximum width when printing two colors on both sides is 8 \%") is placed on the operator's side of the unwind stand (see Photo 1). The face of the web is printed in two colors as it passes through the two printing units. The web then enters the Green Hornet's unique "double-ending" device, which carries it back to the feeder end of the press—this time on the opposite, or gear side of the press—and sends it, face down, back through the printing units. After the two colors are

printed on the reverse side, the web is cut into sheets $11\frac{1}{2}$ " long (see Photo 2).

This versatile, high speed web offset job press offers many other distinctive advantages. You can print jobs up to 11 x 17", with bleed, two colors on one side or one color on each side. $8\frac{1}{2}$ x 11" forms can be run two-up and slit while printing—giving you up to 50,000 sheets per hour. You can perforate lengthwise on the web, in any position across the web.

Another important feature is the extremely low hourly operating cost. Your ATF Representative, from the Sheet Fed or Web Fed Division, has the facts and figures. Give him a call—or write for full details.



ATF

American Type Founders · 200 Elmora Avenue · Elizabeth, N. J.

Branches

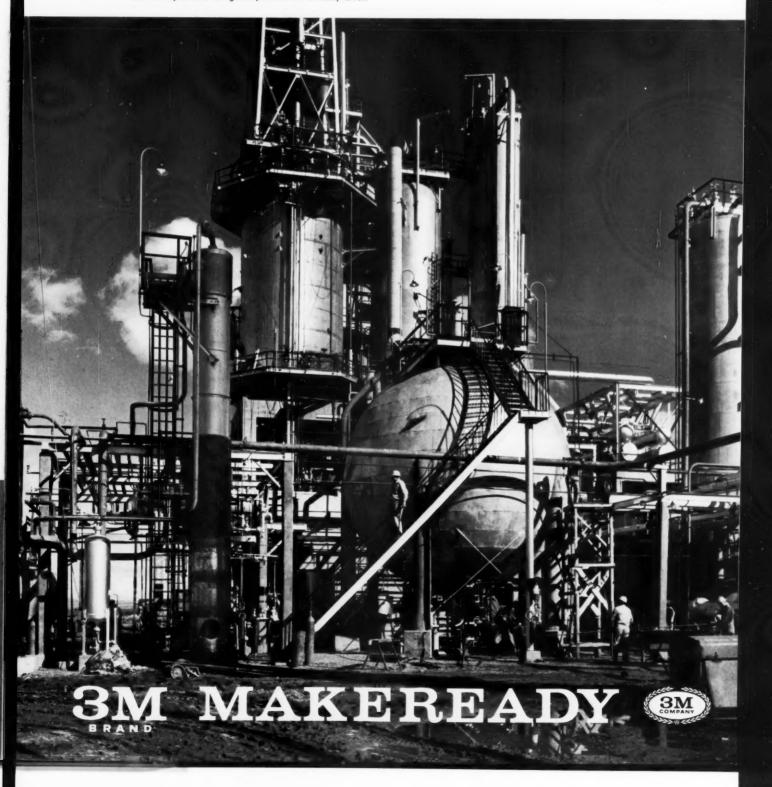
In the Rocky Mountain States

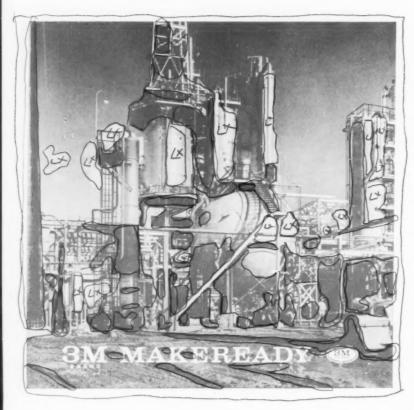
Trinity 3-1663
Liberty 2-8625
Franklin 2-1:88
Cherry 1-2037
Main 1-1787
Riverside 2-8701
Dunkirk 5-2173
Oregon 5-8910
Locust 7-0470
Graystone 4-0262
Chestnut 1-2757

Tabor 5-8251

NOW...you can make ready halftone quality like this in 25 minutes or less...

*makeready after leveling and position OK to ready-to-run

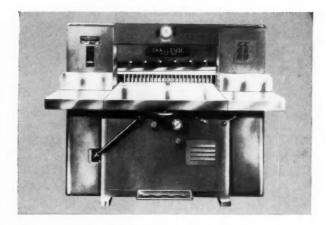




The mark-up for a handcut makeready for this insert might look something like this . . . might take a veteran pressman from 11/2 to 21/2 hours, or more . . . and might give you the quality you want. Electronically-controlled 3M Makeready system replaces the tedious, costly, 100-year-old handcut method with a precise, completely-standardized makeready. This superior means of pressure correction gives you superior quality at a definite time savings (25 minutes or less) on all your halftone work. For comparative test proof in your shop, write: Printing Products Division, Minnesota Mining and Manufacturing Co., St. Paul 6, Minnesota.



If you print mixed forms...
you can save time and money—
increase profits with
electronically-controlled
3M MAKEREADY System

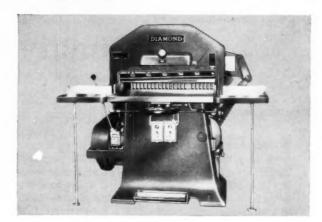


what makes these two

Challenge power paper cutters

the BEST VALUES

for your 35"x45" and 36"x48" cutting needs



For one thing, they're the only paper cutters in this size range that offer a POWER OPERATED CLAMP! This means up to 40% faster cutting . . . greater productivity . . . increased profit potential.

On the 37" Challenge Style 370 power cutter, the clamp comes down automatically before the knife. It can also be brought down ahead, independently. On the 36½" Challenge-Diamond 365-B, the hydraulic clamp is brought down separately ahead of the knife.

Both are controlled by an easy-to-use Toe Trip, a great improvement over machines with heavy foot-operated clamps. Also, both provide easily adjusted clamp pressure for clean, accurate cuts of different stocks and various loads.

Find out about the other special and standard features offered by Challenge in these two power paper cutters. Get complete information from your local authorized Challenge Equipment Dealer or write . . .

PC-106



The CHALLENGE MACHINERY CO. GRAND HAVEN, MICHIGAN

Send full information on

- ☐ 36½" and 37" Power Paper Cutters
- ☐ 19"-301/2" Lever and Power Cutters

Name.

Position

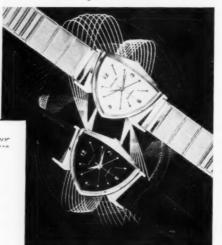
Company

Address

State_

Prominent Users of Strathmore Letterhead Papers: No. 133 of a Series

A miniature energy cell operates the new Hamilton Electric Watch with precise, constant accuracy, without ever winding.



time for Quality!

Business executives will tell you that the time for quality is always...and in every detail. They choose letterheads, for instance, very carefully—knowing their correspondence is widely observed. They are aware it would be shortsighted to settle for second best when first quality papers—Strathmore letterhead papers—are available. For this reason, the Hamilton Watch Company selected Strathmore for executive stationery that properly reflects corporate character. Ask your supplier to show you how a Strathmore paper will help express the quality of your company in your letterhead.

Hamilton Watch Company began manufacturing watches in 1892, principally for railroads. Since that time, Hamilton's production has expanded to include quality watches of all types, all known for their "railroad accuracy." Just this past year, Hamilton pioneered in an exciting new development in watchmaking—the world's first Electric Watch.

STRATHMORE LETTERHEAD PAPERS: STRATHMORE PARCHMENT, STRATHMORE SCRIPT, THISTLEMARK BOND, ALEXANDRA BRILLIANT, BAY PATH BOND, STRATHMORE WRITING, STRATHMORE BOND, ENVELOPES TO MATCH CONVERTED BY OLD COLONY ENVELOPE CO.

STRATHMORE THIN PAPERS: STRATHMORE PARCHMENT ONION SKIN. STRATHMORE BOND ONION SKIN. STRATHMORE BOND AIR MAIL, STRATHMORE BOND TRANSMASTER. REPLICA.



BETTER PAPERS ARE MADE WITH COTTON FIBER

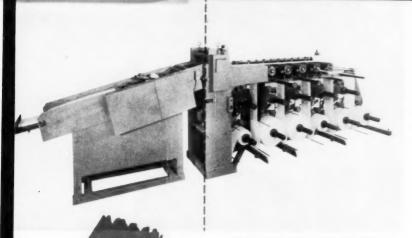




Strathmore Advertisements in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

This series appears in:

NEWSWEEK
BUSINESS WEEK
MANAGEMENT
METHODS
PRINTERS' INK
SALES
MANAGEMENT
ADVERTISING
REQUIREMENTS
ADVERTISING AGE
PURCHASING



SIX-PART SCHRIBER COLLATOR
WITH CUT-OFF DELIVERY

PRINTERS CHOOSE SCHRIBER-

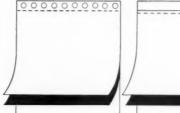
The most versatile

ROTARY COLLATOR

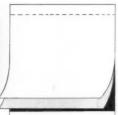
to produce all of these types of forms

Now one collator produces all kinds of business forms efficiently and at highest speeds. Buy the Schriber collator with two interchangeable deliveries—cut-off and folder. Do snap aparts on the cut-off. Change to the folder delivery and be off and running in less than an hour on pack forms. You get double value from your collator investment.

PRODUCE THESE SNAP-APARTS WITH CUT-OFF DELIVERY







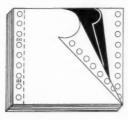
You can do standard snap-apart carbons with up to 12 parts. Speeds up to 18,000 cut-offs per hour.

Do snap-apart carbon forms with folded copy, like insurance forms which fold under, such as sample above.

Do single copy sets with carbon on top. When paper is not printed, no line hole punching is required.

Hectograph sets with hecto carbon, slip sheet and master paper require no line hole punching.

PRODUCE THESE PACK FORMS WITH FOLDER DELIVERY









Continuous forms with all parts cross-perforated on collator. Carbon held in pack by crimp lock only. Continuous forms with all parts cross-perforated on collator. Carbon glued to stub of paper. Continuous forms with all parts cross-perforated on collator. Paper and carbon all glued at stub.

Continuous forms completely punched and perforated before being gathered on this collator. Note crimp lock.



CONVERT

CHANGING

DELIVERIES

IN LESS

THAN

1 HOUR

For further details or for answers to any questions about production of continuous or snapout forms, write or call—

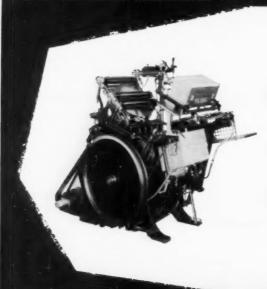
MACHINERY COMPANY

4900 Webster St., Dayton 4, Ohio

Phone: CRestview 4-1164



Kluge



PRODUCTION SPEED

the key to

PROFITABLE PRINTING

Production Speed is the number of saleable impressions you get from a day's run. The 1958 KLUGE AUTO-MATIC PRESS has the highest production speed of any platen press on the market.

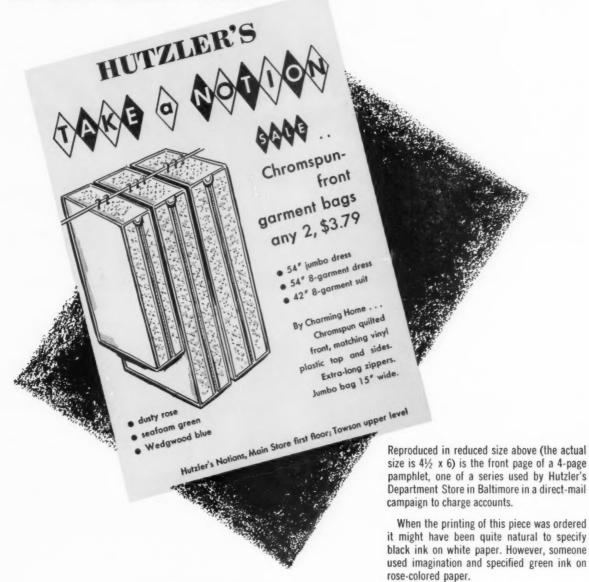
Regardless of stock or form, the 1958 KLUGE will give you the highest possible number of saleable impressions. Result . . . more profit for you.

Send today for more information on the 1958 KLUGE AUTOMATIC PRESS. It's your KEY TO PROFITABLE PRINTING.

BRANDTJEN & KLUGE, INC.

ST. PAUL 3, MINNESOTA

BRANCHES: Atlanta, Boston, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, San Francisco, St. Louis, and Brandtjen & Kluge, Ltd., Toronto, Ontario, Canada How Hutzler's of Baltimore Gets Two-Color Printing at One-Color Cost



The added cost was trivial, since colored inks cost only a little more than black ink and colored papers cost only a little more than white papers of equal quality.

There's an idea here which, applied to any long run, can result in tremendous economy, actually giving a two-color effect with one-color printing. We would be pleased, at your request, to submit swatches of colored papers in six of the grades in the Beckett line. Just write for them on your business letterhead.



THE BECKETT PAPER COMPANY

Makers also of the world's whitest papers—Beckett Hi-White and Beckett Brilliant Opaque









5 keys to 4-color register

Major key . . . make your line and halftone negatives on dimensionally stable Kodalith Ortho PB Film, Type 3

Because close register starts at the beginning and doesn't end until the finish, we've brought you a whole family of films for 4-color work-the five dimensionally stable polystyrene base films in the Kodak PB Family.

For line and halftone work, the improved new Type 3 Kodalith gives you really remarkable exposure and development latitude. This means fewer wasted negatives, fewer makeovers.

Image quality is tops, too. Blacks are blacker than ever. Dots, clean and sharp, with maximum contrast between dark and clear areas.

For combinations, reversals, get the new Type 3 Kodalith Ortho PB on .005-inch base . . . from your Kodak Dealer.

The other 4 keys in the PB family:

Kodak Separation Negative PB Film for color separations



Kodak Commercial PB Film for continuous-tone

negatives and positives Kodalith Ortho PB Film Text for this advertisement was set photographically.

Kodak Autopositive PB Film for lateral reversals, reflex printing, etc.



Type 3, .010-inch thick bas for line and halftone work

Write for your FREE copy of "The Kodak PB Family," which gives full details.

Sales Division

Graphic Reproduction > EASTMAN KODAK COMPANY Rochester 4, N. Y.



Kodak

New... GP SEC



- Instantaneous setting on many stocks... faster drying
- Reduces need for spray
- Does not skin in can or fountain
- . Better trapping on multicolor jobs
- · Extremely low odor
- Eliminates offsetting
- · Blacker blacks, richer colors

Here's the letterpress ink that meets all your toughest requirements—not only for speed but for quality performance too. SPLIT-SEC ink sets so fast it takes the "sweat" out of rush orders, enables you to back up most jobs within ten minutes. Ideal for short or long runs, single or multicolor sheet or web-fed presses. Halftones print beautifully, retain their sparkling highlights and subtle shadings... solids print clean and silky-smooth. When you want top-drawer quality with super-speed setting be sure to call for GPI SPLIT-SEC Ink.

Also NEW...

SPLIT-SEC for OFFSET

Same fast-setting and quality features

Order a can from your nearest GPI branch today.



General Printing Ink Company

Division of Sun Chemical Corporation • 750 Third Avenue, New York 17

Branches in all principal cities

Sun Chemical's Graphic Arts Group: GENERAL PRINTING INK Gravure, Letterpress, Offset Inks and Supplies GEO. H. MORRILL Newspaper Inks
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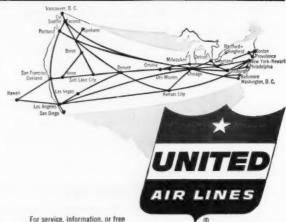
COMPARE AIRLINES AND YOU'LL SHIP UNITED AIR FREIGHT!



UNITED AIR LINES (cargo-passenger)	Airline "B" (all-cargo)	Coast-to-Coast Airline "C" (cargo-passenger)	Airline "D" (all-cargo)	Coast-to-Coast Airline "E" (cargo-passenger
365 mph	300 mph	365 mph	331 mph	331 mph
Yes	No	No	No	No
69	14	61	11	46
Yes	No	No	No	No
	365 mph Yes	AIR LINES (cargo-passenger) Airline "B" (all-carge) 365 mph 300 mph Yes No 69 14	Airline "B" (cargo-passenger) Airline "B" (all-cargo) (cargo-passenger) 365 mph 300 mph 365 mph Yes No No 69 14 61	AIR LINES (cargo-passenger) Airline "B" (all-cargo) Airline "C" (cargo-passenger) Airline "D" (all-cargo) 365 mph 300 mph 365 mph 331 mph Yes No No No 69 14 61 11

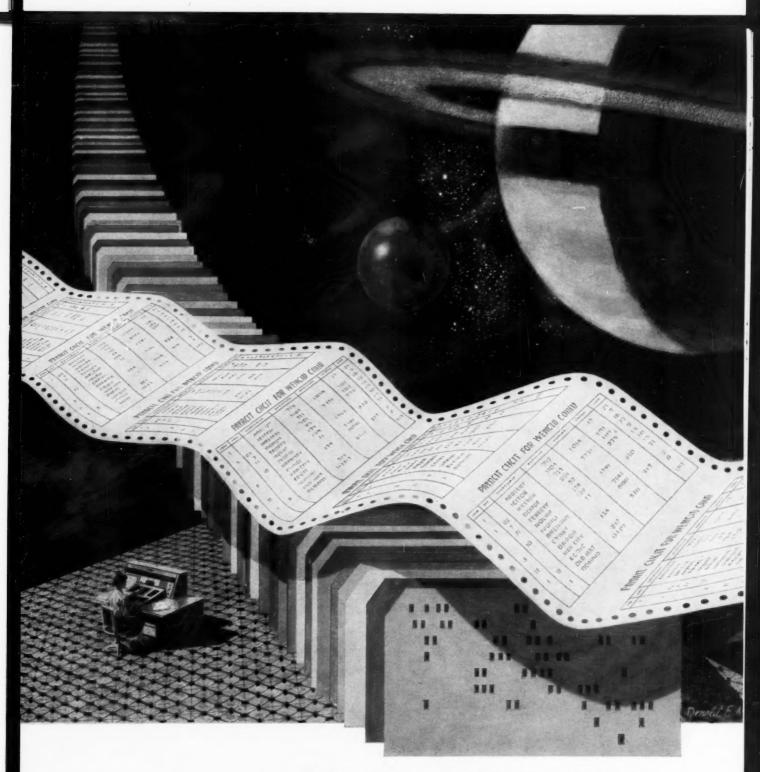
BEFORE YOU SHIP, COMPARE UNITED with other major air carriers. You'll find that no airline is faster. None equals United's 69-airport coverage. You'll note that only United offers you *unlimited* reservations—guaranteed space aboard 832 cargo and passenger flights. And United is the only coast-to-coast airline with radar on every plane for more on-time dependability.

There are other "extra" advantages in doing business with United. Fast, door-to-door pickup and delivery. Interline connections that give you service to more than 2000 communities on one airbill. Friendly, personalized follow-through on your shipments. But the best way to compare these extras is to ship United and see.



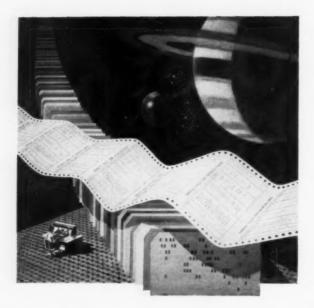
Air Freight booklet, call the nearest United Air Lines Representative or write Cargo Sales Division, United Air Lines, 36 South Wabash Ave., Chicago 3, Illinois,

IT COSTS NO MORE FOR EXTRA DEPENDABILITY-ON UNITED, THE RADAR LINE



turning months into minutes through print and paper Left to the mind alone, many scientific problems would take months to solve. Computers, with electronic "brains," unravel them in minutes! Paper feeds the necessary facts to the machines. Paper records—and preserves—their answers for science. Paper also streamlines the work of business by supplying adding machine tape, file cards, graphs, stationery and many other indispensable items. Print and paper are so much a part of our daily lives we take them for granted. Try to imagine a world without them.





SPRINGHILL PAPERS

The most versatile group of papers for business and industry. New SPRINGHILL INDEX, in buff, green, canary, cherry, blue, salmon and the new white. SPRINGHILL WHITE and MANILA TAG...SPRINGHILL VELLUM-BRISTOL...SPRINGHILL POST CARD. All 100% bleached sulphate, all surface-sized, all from one source... all quality-controlled by International from forest to finished product.

Springhill papers are particularly suited for punch cards, die-cut cards, greeting cards, index, file and post cards, ruled forms, tags, swatch cards, job tickets, expanding envelopes, record cards, inserts, catalog covers, etc.

When the job calls for paper with strength, toughness, snap...paper that takes writing and print beautifully...use Springhill.

Call your local paper merchant for samples.

OTHER FINE QUALITY
MILL BRAND PRINTING PAPERS
BY INTERNATIONAL

ADIRONDACK BOND
ADIRONDACK LEDGER
BEESWING MANIFOLD
INTERNATIONAL DUPLICATOR
INTERNATIONAL MIMEO SCRIPT
INTERNATIONAL TI-OPAKE
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TICONDEROGA OFFSET
TICONDEROGA BOOK
TICONDEROGA TEXT

TICONDEROGA TEXT,
Coverweight

LOUISIANA COLORED TAG
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HUDSON COVER, C1S
HUDSON LABEL, C1S
HUDSON LITHO, C1S
EMPIRE BOOK
WINN BOOK also
CONVERTING PAPERS

your most dependable source of supply

PRINTED BY LETTERPRESS ON HUDSON GLOSS, BASIS 70.

INTERNATIONAL PAPER

PAPER

FINE PAPER & BLEACHED BOARD DIVISION





By making layouts prior to make-up, shifting can be done on the stone before going to press, thereby considerably reducing press-waiting time. Each form is keyed to one strike sheet and is fed to the same points of contact on the Craftsman Table as on the press. Even small job press work can be positioned and lined up in less time than it would take to find a ruler and lay it on the sheet.

You will find the Craftsman Standard Line-Up

and Register Table a most profitable investment. It is an instrument of unparalleled mechanical precision, and is the most efficient and accurate way to line up press sheets, register color, make layouts, strike-sheets and stick-up sheets.

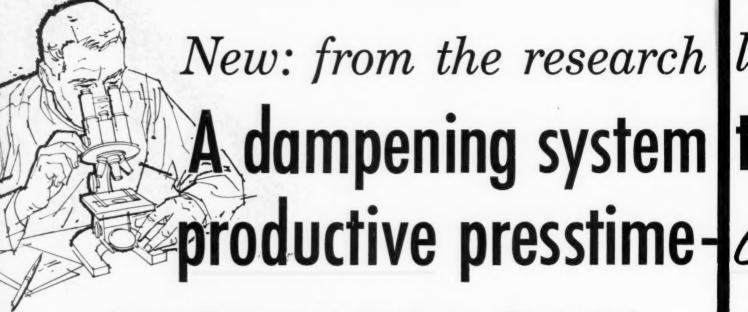
Add new accuracy, new versatility, new capacity, and new profits to your operations with a Craftsman Line-Up and Register Table. Use the handy coupon and get complete details.

Craftsman Line-up Table Corp. Waltham, Massachusetts

Precision Line-up and Register Tables for Letterpress and Offset



57-C River Street, Waltham 54, Mass.		
Please send free Craftsman Catalog.		
Name		
Company		



Usual Dampener Problems Eliminated

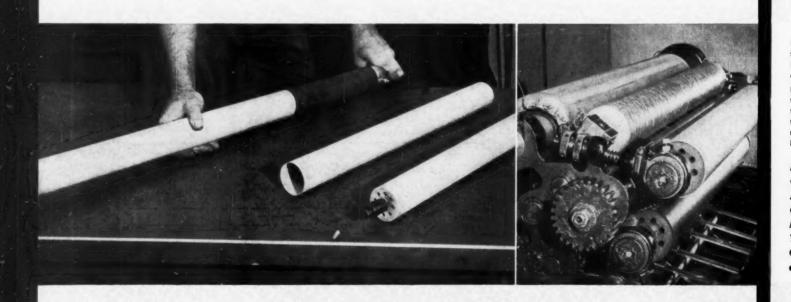
Here's an entirely new approach to dampening—the 3M Brand Dampening Rollers and Sleeves that eliminate problems caused by ordinary cloth or paper dampening methods.

It's a trouble-free system that gives you more productive press time every day.

This new system's "hydrosized" sleeves were specially developed in 3M's Research Laboratories to achieve the exact moisture retentive qualities for perfect wetting. The 3M Composition Sleeve is a uniformly-absorbent, highly

water-retentive material. Formed into a perfectly-uniform sleeve, the durable composition material maintains its caliper and water-retentive properties throughout its entire press life. It does not "beat down"—does not require press adjustments as ordinary cloth dampeners do.

Check the 12 important profit-building advantages of 3M Brand Dampening Rollers and Sleeves—you'll find they offer important time saving—quality improving features never before available with any other dampening method.



laboratories of 3M. hat gives you greater

12 REASONS WHY THE 3M DAMPENING SYSTEM PUTS MORE PROFITS IN OFFSET PRINTING

Triple-ply water retention-retains more moisture, releases it uniformly. Toning, scumming and linting problems are sharply

Absolutely no lint-specially formulated "Hydrosized" 3M Sleeves are 100% lint-free. Your jobs stay clean from start to finish!

Faster changes-most-convenient-of-all dampener system. Patented 3M system gives you more productive press time. Color changes without washup-go from black to vellow without dampener change. Merely wipe sleeve with press wash. Think of the time saving!

Positive setting-3M Dampening Sleeves are completely uniform-don't wear down. Your first setting is your last setting. No adjustments from change to change.

Less dampener changes-3M Sleeves won't lint-off, creep, wrinkle or tear. No laundering, drying or sewing. Durable composition sleeve maintains uniform water-metering qualities throughout press life. Result: less bother for you.

Save time, money, space—no more washing effort or equipment . . . 3M Sleeves are ready to run after a quick wipe. No spare sets needed!

No patterns or seam marks-3M Sleeves are smooth and wet evenly all over. The pre-formed porous material provides smooth, seam-free dampening.

Long water-retention-Triple-ply, controlled reservoir 3M Sleeves hold damp even over lunch hour shutdown. If dampeners dry out on long stops, simply wipe with fountain solution-they're ready-to run!

Better control-"Hydrosized" construction means uniform wetting-smooth surface permits perfect kiss settings for uniform application to plate.

Better color control-"Hydrosized" Sleeves meter out precise amount of water, cut emulsification and produce brilliant color

Better plate mileage-seamless, smooth 3M construction doesn't scrub or wear plates. Even wetting and uniform compressibility prevents plate damage.

No press modifications are required with the 3M system. The contractible 3M Dampening Rollers and "Hydrosized" Sleeves replace ordinary dampener rollers.

Fast, easy sleeve changes are achieved with the contractible 3M Roller that uses vacuum to reduce its size. The old sleeve slips off . . . the new one on in seconds. When vacuum is released the roller returns to normal size and locks the sleeve firmly in place.

Makers of 3M Brand Photo Offset Plates, 3M Brand Positive Acting Plates, 3M Brand Photo Offset Chemicals, 3M Brand Makeready, 3M Brand Plate Treating, Spherekote Tympan Covers, Blankets & Drawsheets and Frisket Paper.



Rollers Sleeves

Name Firm

Address Zone State.

MINNESOTA MINING AND MANUFACTURING COMPANY ... WHERE RESEARCH IS THE KEY TO TOMORROW

"3M" is a registered trademark of Minnesota Mining and Manufacturing Company, Saint Paul 6, Minnesota. General Export: 99 Park Avenue, New York 16, New York. In Canada: P.O. Box 757 London, Ontorio.

This new development solves the printability.".



problem 'how to get exceptional in an economical paper!

You get more... by spending less for paper qualities that normally increase costs.

This Finch, Pruyn pioneering paper development is showing the way to get the costly qualities you want—by spending less! Surely, this is tremendously important, timely news for all printers and printing buyers.

Your first experience with the new Cooper's Cave papers will demonstrate true economy —plus standards of printability, opacity and strength that you expect from an expensive sheet. Excellent appearance and "snap" also make them easily outstanding in their grade —and above it!

On press, Cooper's Cave Papers lie flat, feed smoothly and print successfully at top running speeds.

These papers are

certainly the practical approach to economy plus quality and trouble-free performance.

It happened this way. The modern Cooper's Cave papers are the results of our new combinations in blending bleached mechanical pulp and our newly developed hardwood neutral sulphites. The successful union of these two great pulps gives you the advantages of both in an extremely versatile and economical line of fine printing, and business papers. They have much to offer you. There's a Cooper's Cave dealer in your area ... call him for samples and data ... or write us directly.

COPER'S CAVE

Now!

"Cronar"* Ortho A Litho Film for the same price as regular base film!

Effective immediately you can buy Du Pont .004" "Cronar" Ortho A for the same price as regular base film. Increased sales and, consequently, greater production volume allow us to bring you this premium product at a lower price.

Our .004" "Cronar" Ortho A gives you combined thinness and stability that only DuPont can offer—at the price of leading acetate films. You immediately simplify your ordering and storage problems because .004" "Cronar" Ortho A replaces both standard and thin base films.

Our .007" "Cronar" Ortho A is reduced in price too! This heavy base film provides the extra rigidity and stability you need for critical work. It holds its size accurately in long-term storage and can be used for many applications that previously required glass plates.

Shops using .004" and .007" "Cronar" Ortho A will tell you that these two premium films always were a good buy. Now, at these new low prices you can't afford to be without them. If you have not tried "Cronar" Ortho A Litho Films yet, this is the time to see what they can do in your shop. Call your graphic arts dealer now for your first order at these cost-saving prices.

E. I. du Pont de Nemours & Co. (Inc.),Photo Products Department, Wilmington 98, Delaware.In Canada: Du Pont Company of Canada (1956) Limited, Toronto.



Better Things for Better Living . . . through Chemistry

* Du Pont's trademark for its polyester graphic arts films

PRODUCTION RECORD*

Cottrell rotary 5-color versus 4 flatbeds

Job: 4,750,000 food cartons in 5 colors — red, yellow, pink, blue, black; varnished.

On 16 pt. news back board with a white patent coating.

Presses

Sheet Size

Imposition

Press Sheets

Times through press

Operating Speed

Net Speed (includes make-ready and handling)

Spoilage

Press Crew

Chargeable press hours

Inspection

Printing Quality

COTTRELL ROTARY

36" x 48" five-color double delivery

325/4" x 451/2"

25 up

190,000 sheets

Once

6,000 IPH

4,000 IPH

Less than 2%

1 pressman and 1 operator

47.5 hours

No inspection personnel required; spot check in pressroom.

Excellent. Colors in perfect register.

4 COMPETING FLATBEDS

Two single color presses
Two two-color presses

44" x 64"

50 up

95,000 sheets

Three times

1,560 IPH

1.000 IPH

Over 4%

4 pressmen and 4 operators

285 hours

3 sorters in glue room

Register poor because of board distortions by printings, humidity and need for registering three times.

*Name of company on request.

Check this chart...

then ask yourself if your business isn't ready for a Cottrell 5-Color Rotary Letterpress

You can see how one Cottrell rotary outperformed four flatbeds. Not a "rigged" test, either. Just the facts. Could be your present business would justify the investment. If you'd like more information, get in touch with your Harris representative, or write:

HARRIS INTERTYPE HARRIS-SEYBOLD COMPANY

A Division of Harris-Intertype Corporation

4510 East 71st Street, Cleveland 5, Ohio



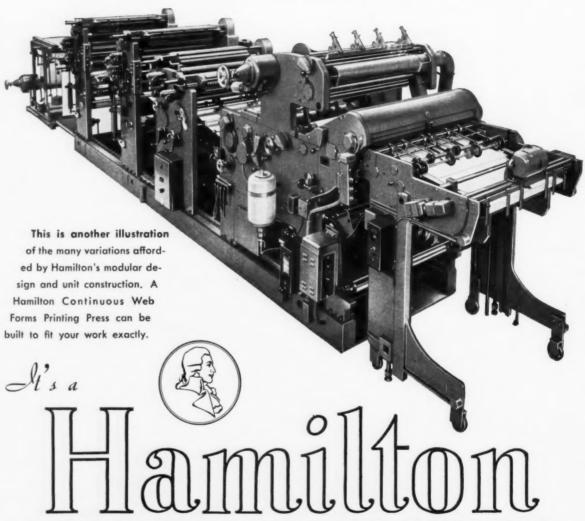
THE HAMILTON TOOL COMPANY . 900 HANOVER STREET . HAMILTON, OHIO . U.S.A.

Illustrated here is another of our recent press deliveries. This one is a two color, wet offset press built to print two colors on face or one color on face and one color on reverse of web. Cylinders are $17 \frac{1}{2}$ " circumference and 30" wide.

Incorporated also is a face

2650

Incorporated also is a face imprinting unit, a numbering unit, a cross perforating unit, a lengthwise slitting and perforating unit, a carbon unwinder, and a slitting and glueing section. Cutoff and piling unit or roll rewinder may be interchanged at delivery end of press.



AMERICA'S MOST DISTINGUISHED FORMS PRINTING PRESS

OTHER HAMILTON PRESSES
ARE NOW OPERATING
IN THESE REPRESENTATIVE CITIES

Little Rock, Ark. * Lockland, Calif. * Los Angeles, Calif. * Oakland, Calif. * San Francisco, Calif. * Hartford, Conn. * Wilmington, Del. Jacksonville, Fla. * Atlanta, Ga. * Chicago, Ill. * Danville, Ill. * Indianapolis, Ind. * New Orleans, La. * Baltimore, Md. * Holyoke, Mass. * Lowell, Mass. * Waltham, Mass. * Detroit, Mich. * Sturgis, Mich. * Minneapolis, Minn. * St. Paul, Minn. * Nevada, Mo. St. Joseph, Mo. * East Rutherford, N. J. * Newton, N. J. * Rahway, N. J. * Buffalo, N. Y. * Ithaca, N. Y. * New York, N. Y. * Rochester, N. Y. * Westbury, N. Y. * Gastonia, N. C. * Athens, O. * Chardon, O. * Cincinnati, O. * Cleveland, O. * Dayton, O. * Hamilton, O. Norwalk, O. * Shelby, O. * Portland, Ore. * Jenkintown, Pa. * Philadelphia, Pa. * York, Pa. * Ennis, Tex. * Houston, Tex. * Newport, News, Va. * Seattle, Wash. * Wheeling, W. Va. * Milwaukee, Wisc. * Ottawa, Canada * La Habana, Cuba * Malakoff, France Caracas, Venezuela * Stockholm, Sweden.





y on Fox River Vellum



These three grades are stocked in Fox River's famous Arctic White. They are proved performers . . . whether printed, lithographed, engraved, embossed, thermographed or silk screened. Converter's names on request.

Satintone Premium Sulphite Titania Premium Sulphite Jubilee 25% Cotton Anniversary . . 100% Cotton

FOX RIVER PAPER CORP.

APPLETON, WISCONSIN



Our 75th fine paper making

> Lithographed on Arctic White Satintone Thin Card, 22½ × <u>28½</u> — 77# Calender Plate Finish.



ANOTHER MILLER FIRST! THE TPJ 23 x 36 TWO COLOR-PERFECTOR OFFSET PRESS

<u>Fast</u> on perfecting . . . still <u>faster</u> on multi-color work . . . and can be converted to either use in minutes.

Miller is proud to present the world's most versatile sheet fed offset press—the first press of its kind ever offered to the printing industry.

It is the Miller TPJ 23x36 Two Color—Perfector Offset Press—the latest in the long list of striking firsts developed by Miller in more than half a century of service to the graphic arts.

Used for perfecting, the TPJ will produce up to 6000 sheets per hour. In a matter of minutes

it can be converted to two-color printing, at speeds up to 7000 sheets per hour. No other sheet fed press can make claim to this versatility.

Like all other Miller presses, the TPJ has been designed and built with the full understanding of printers' requirements. It is modern, sturdy, versatile,—easy to operate and maintain . . . making it the ideal machine for your offset department.

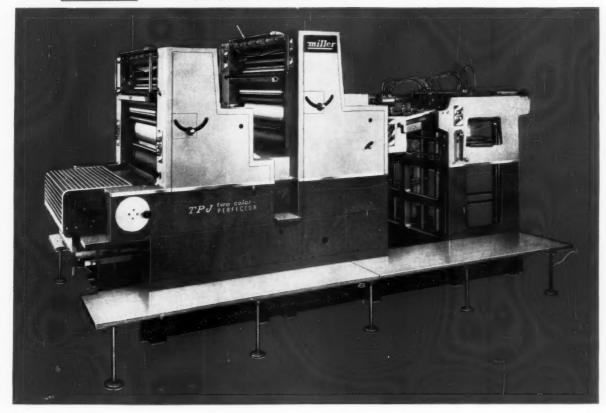
Write for full information.



MILLER PRINTING MACHINERY CO.

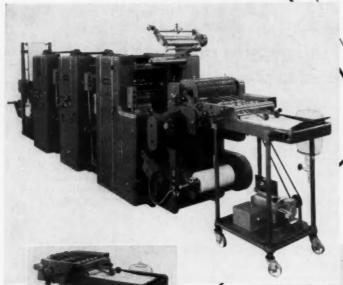
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BREAK THE COST BARRIER in '58

EX equipment...



Buy this 1713 2OR rotary offset roll-to-roll press, add a cutoff and roll-away sheet delivery and a Speed-Flex rotary collator for a complete range of printing production. From a snapout form to a deposit slip...from a restaurant check to a greeting card...from beautiful, multiple color letterheads or voucher checks to tabloid newspapers, magazines and booklets...in any field, Speed-Flex equipment breaks the cost barrier!

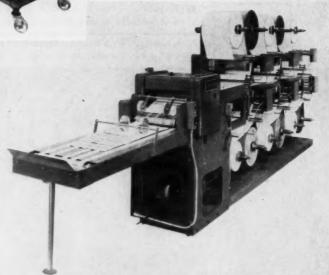


Roll-away creeper delivery for press

Rotary collator

peed flex advantages:

- Highest quality printing at speeds of 16-22M per hour
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*Roll-away sheet delivery can now be supplied for any Speed-Flex C3C RTR press

For further information write, wire or phone collect



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CHICAGO, ILL. RANDOLPH 6-797 MANIFEST BOND gives better impressions at lower cost because this economy paper has the greater bulk and appearance of a more expensive sheet.

MANIFEST BOND is moisture-controlled for accurate register, smooth performance

and a better-looking job throughout the run. It is surface-sized for better "erasability"; comes in six eye-appealing colors and a clear white. Ask your Franchised EASTERN Merchant for a free sample packet of MANIFEST BOND today!

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gives quantity
jobs a quality appearance

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EXCELLENCE IN FINE PAPERS

MANIFEST BOND . MANIFEST DUPLICATOR . MANIFEST LEDGER . MANIFEST MIMEO

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PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE . MANUFACTURERS OF FINE BUSINESS PAPERS AND PUROCELL PULP MILLS AT BANGOR AND LINCOLN, MAINE . SALES OFFICES: NEW YORK, BOSTON, CHICAGO AND ATLANTA



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NCR PAPER DOES IT!...produces cleaner, clearer copies

Business forms users everywhere are discovering that NCR Paper speeds up their work. Without using carbon paper or even any carbonization, this amazing paper makes perfect copies of invoices, premium notices, stock requisitions— any one of hundreds of applications where clean, clear copies are needed. Non-smearing NCR Paper, perfected by the research laboratories of The Na-

tional Cash Register Company, eliminates smudging of copies or fingers and is easy to handle because it requires no NCR Paper is available in sheet stock carbon inserts. Up to five legible copies at local paper suppliers in bond, ledger can be made with a standard typewriter, and tag grades. ballpoint pen or pencil and eight or more The National (with a business machine or electric Dayton 9, Ohio. typewriter.

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BAG HEADERS, TICKETS, FORMS and many other products can also be completed in a single run on one New Era Press, Bulletin tells all about it! You can

COMPLETE LABELS OR TAGS

in one operation with a

NEW ERA PRESS

Handles any heat seal, pressure sensitive or other label stock-any type of tag stock

This letterpress is for you! You can complete any type of label or tag, using any type of label or tag material, in a single run with one New Era Press at speeds to 7500 impressions per hour.

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Write on your company letterhead today for your company of the New Era Bulletin.



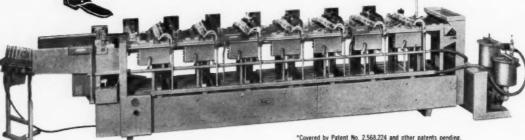
IF YOU HAVEN'T JOINED THE BINDERY REVOLUTION . . .



the only fully automatic sheet collators to automatically gather and glue one-time carbon forms at high speed!

Outdated hand collating and tipping methods are on their way out ... thanks to Speed-Klect! These revolutionary fully automatic sheet collators let you produce MORE ... FASTER ... and with LESS hand work!

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*Covered by Patent No. 2,568,224 and other patents pending.

MODEL 71-1G SPEED-KLECT COLLATOR* - This 7-station Speed-Klect model actually gathers and glues up to 10,000 quadruplicate# 8½" business forms an hour . . . AUTOMATICALLY WITH COM-PLETE ACCURACY! #4 sheets and 3 carbons

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SPEED-KLECT MODELS ARE NOW STANDARD with any number of stations . . . customized collators for special problems.

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'Speed-Klect in Action.'

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There's a "Hammermill" paper for nearly every business printing job

(Check this list of improved quality papersorder them from your Hammermill salesman)

HAMMERMILL BOND - Lends fine appearance, extra strength, greater bulk and snap to letterheads, second sheets, printed forms, advertising enclosures. Clean, bright bluewhite and 13 handsome colors. Famous watermark. Bond, Rippletone and Linen finishes. Envelopes to match.

HAMMERMILL OFFSET-Gives extra realism-extra sales appeal to product illustrations. A firm, lint-free sheet which saves ink and make-ready time. Outstandingly level printing surface. Wide choice of finishes, sizes, substance weights.

HAMMERMILL COVER - Unusually like-sided for "work and turn"- letterpress or offset. High bulk for weight. Radiant white, standard white, 9 colors. Scores, creases, embosses, die-cuts beautifully. Antique, Ripple finishes.

HAMMERMILL LEDGER-For sturdy accounting forms that win repeat business because their low-gloss surface reduces eye strain. Takes neat ruling, printing and writing. Choice of Ledger or Posting finishes.

HAMMERMILL MIMEO-BOND-A lint-free mimeograph paper that is favored by pressmen for colorful sales letters, price lists, menu inserts, etc. Exclusive "air-cushion" surface minimizes set-off. Bright white and 7 colors.

HAMMERMILL DUPLICATOR-For fast, trouble-free printing of bulletins, invoices, reports, price changes and other jobs to be later used on spirit or Azograph duplicators. Choice of 6 like-sided colors and bright blue-white.

DURA-GLO COVER-Pleases customers because the satin gloss of its plasticized surface can be renewed with a damp cloth. Bright white and 7 sparkling colors. Uncoated side is pure white cover stock.

COCKLETONE BOND-Lets you provide customers with luxury paper at modest cost. For superior letterheads,

insurance policies, important documents. Fluorescent bluewhite. Air-dried, tub-sized. Matching envelopes.

HAMMERMILL INDEX -Colorful, sturdy, card-weight stock with a level, well-sized printing surface. Excellent choice for index cards and advertising cards and folders. White and 6 colors. Wrapped in 100 and 200-sheet packages for convenient storage and use.

HAMMERMILL OPAQUE—Combines unusual printability with radiant brightness which imparts an extra sparkle to type, solids, illustrations. Extra opacity for "two-sides" printing. Choose from 4 finishes and 6 weights.

HAMMERMILL SAFETY - For checks, negotiable instruments and all "money value" printing. Sensitized surface immediately reveals attempted alteration. Strong, durable. Prints well, letterpress or offset. 7 colors, 3 surface designs.

HAMMERMILL TRANSLUCENT - A moderately priced paper that meets the growing demand for printed "whiteprint" masters. Prints well; gives fast, clear whiteprint reproduction. Outstandingly clean.

WHIPPET BOND - Balanced, uniform quality, is an outstandingly clean, unwatermarked bond paper. Firm surface for fast-running production over all kinds of printing equipment. For business forms, sales and advertising literature. Bright blue-white; 6 colors, 4 weights.

HAMMERMILL WOVE ENVELOPES - A mill brand white wove envelope you can recommend with pride. Outstanding appearance. Superior bulk. Bright, opaque, well-made, easy to print. Wide choice of popular styles and sizes.

Also: Hammermill Safety Bond · Manuscript Cover Post Card · Management Bond · Whippet Ledger Whippet Mimeograph · Whippet Duplicator

Superior Packaging: Handsome, functional packaging adds to the good value built into Hammermill papers. Sturdy "shelf-service" cartons, weather-tight ream wrappers, easy-to-read labels.

Want a card-weight copy of this guide for your desk or wall? Ask your Hammermill salesman or write to Hammermill Paper Company, 1601 East Lake Road, Erie 6, Pa. To please your pressmen





CHRISTENSEN GANG STITCHER

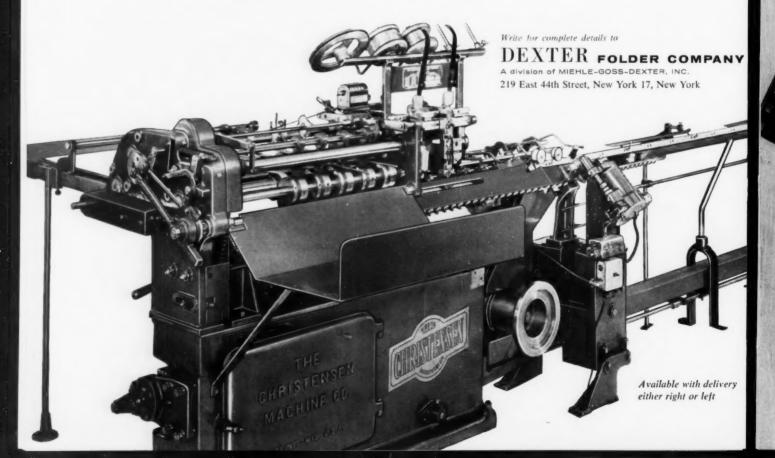
WORKHORSE AND

racehorse

GEARED FOR 9000 AN HOUR TO SET THE PACE IN MODERN BINDERIES....

The Christensen Switch Delivery Gang Stitcher will out-produce four or more manually operated stitchers . . . it will double the production of lightweight intermediate machines. That's production—the kind of production that means money in the bank. Of course, built for speed—geared for 9000 cycles per hour—is just a part of what binderies like about the Christensen. They like the accessible, easy to set adjustments that cut set-up time, making short runs profitable . . . they like the switch delivery design which makes it possible to arrange the Stitcher to suit plant conditions for maximum efficiency . . . and most important they like the planned Unit Construction . . . McCain Automatic Signature Feeders, Christensen Rotary Book Caliper and/or a McCain Three Knife Trimmer can be added at any time as volume grows.

Over two thousand plants are now relying on Christensen Stitchers to set the pace in their bindery. It can be the workhorse and racehorse in your bindery, too.



Penn/Brite

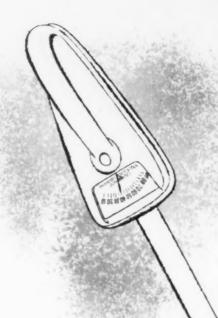
THE PAPER FOR

Color

REPRODUCTION



14 inch size



Penn/Brite Offset

controlled moisture content aids precise register in color printing

Fine color lithography calls for properly moisturized paper. Otherwise it takes on moisture—and expands—with each run through the press; or loses moisture—and shrinks—as it stands in the pressroom. Either way, you are in trouble.

To prevent all this New York and Penn gives Penn/Brite Offset a "just right for the press" moisture content on its papermaking machines — and then keeps it there by sheeting, trimming, and packing it double-wrapped, in a humidified finishing room. You get it clean and white, just right for color work.

and...if you can trust a paper for your most expensive color jobs, you can trust it for anything – provided it's priced right. Penn/Brite is.

Periodically New York and Penn uses this Printer's Moisture Indicator, or "sword", in double-checking the moisture content of Penn/Brite Offset—to be sure it will lie flat on your press, free of waves, curls or tight edges.



Even with its controlled moisture content and other features, Penn/Brite Offset is actually priced to bring you savings. For details, we would be pleased to send you a swatch book and the name of the Penn/Brite merchant nearest you.



Lithographed on Penn/Brite Offset, 100# smooth finish.

Write New York & Pennsylvania Co. 425 Park Ave., New York 22, N. Y.



Cover photo by Ben Somoroff, Printer's Moisture Indicator by Cambridge **New York and Penn**

Pulp and Paper Manufacturers

Makers of Penn/Brite Offset * Penn/Gloss Plate * Penn/Print Papers: Eggshell * English Finish * English Finish Litho * Super * Clarion Papers: Duplicator * Mimeograph * Bond * Tablet



NEWSLETTER

UP-TO-DATE BUSINESS NEWS OF INTEREST TO MANAGEMENT IN THE PRINTING AND ALLIED INDUSTRIES

No Signs Of Boost In Business Activity When pickup in business activity will come is anybody's guess . . . no strong signs as yet . . . Eisenhower holding tax cut as ace in the hole if boom doesn't come in next few months . . . unemployment still rising . . . retail trade continues on high level . . . construction, equipment spending way below par . . . steel, auto inventories still high . . . effective, strong salesmanship might be answer.

Postal Rate Increase
May Come On July 1

Postal rate increase will probably come July 1 . . .

Senate wants first-class rates at 5¢ for out-of-town
mail, 4¢ for local . . . air mail rates to go up to 8¢.

2nd-, 3rd-class rates to be increased over 3-year period.

Post cards due for 1- or 2-cent boost.

Congress Passes Law
On Withholding Tax Funds

Congress passed law against companies who don't turn in tax money withheld from employees' pay . . . delinquent employer will be notified, ordered to deposit collections in special trust account from then on . . . failure to comply makes employer subject to \$5,000 fine, year in jail.

Education Council Has New Recruitment Film Recruitment tool offered by Education Council of Graphic Arts Industry . . . 22-minute film titled "Printing—A Future Unlimited" . . . shows advantages of vocations in printing for young people . . . see "The Last Word," page 142, for full details.

New ATF Typesetter
Demonstrated in NYC

ATF Typesetter demonstrated for first time on March 12 in New York City . . . machine has new system for photomechanical composition of text matter . . . details in April IP.

PIA Ratio Deadline

<u>April 21 is deadline</u> for participants in <u>PIA's 35th</u> annual ratio study to submit reports . . . ratios used as tool in improving printing management.

Reed Named To H-I Staff

Martin M. Reed, former Linotype president and director, named president of International Div. of Harris-Intertype Corp. and a vice-president of H-I.

(Over)

NEWSLETTER

(Continued)

Teletypesetter Operates
Fotosetter in Florida

First newspaper to combine Intertype Fotosetter and Teletypesetter unit to produce whole pages automatically from tape is Panama City (Fla.) News-Herald . . . society, editorial pages set by new system . . . plan to set entire paper by this method eventually . . . complete story in April IP.

Rise Of 9.8% In Earnings For Standard Register Standard Register Co. earnings rose to \$2½-million for 1957 . . . up 9.8% over 1956 . . . '57 sales volume was over \$46½-million, up almost \$3½-million from 1956.

Plans to operate at peak production during 1958.

New Miller Press Out

Miller Printing Machinery Co. has developed new sheet-fed offset press . . . will switch from perfecting to two-color printing . . . full story on page 94.

Employee Publications

Tips on house organs, how to run them included in new pamphlet . . . write Chamber of Commerce of U.S., Washington 6, D.C. . . . ask for "Employee Publications" . . . 50¢.

Four New Italian-Made
Presses Introduced

Three flat-bed cylinder letterpress presses, single-color rotary offset press, made by Nebiolo in Italy, introduced to American printers last month in New York City . . . U.S. distributor is Amsterdam Continental . . . full story in April "New Equipment" department.

Gov't Issues New Book For Small Business "Small Business Conference" is new gov't book on buying, selling, marketing, research, accounting, gov't loans . . . designed for small businessmen . . . write Technical Services, Commerce Dept., Washington 25, D.C. \$2.50.

Donnelley Co. Reports
'57 As Record Year

R. R. Donnelley & Sons Co., Chicago printers, report record earnings, sales for 1957 . . . Net income of over \$8-million . . . net sales totaled over \$120-million, increase of 9.4% over 1956 . . . Donnelley report states, "growth in demand brought increased production of magazines, mail order work, encyclopedias and telephone directories."

Du Pont Names Printing Technician To Staff Bernard R. Halpern, graphic arts consultant, joined Du Pont Photo Products Dept. as technical representative . . . will work at printing development laboratory on new photopolymer printing plates, phototypesetting films.

How One Small Printer Makes Enviable Profit

- The Inland Printer revisits an old friend after 17 years and finds progress is still the keynote
- Tennessee printer has a simple, successful philosophy for maintaining a sound, profitable business

By P. R. Russell*

(In August 1941, The Inland Printer published a story about Laycook Printing Co., Jackson, Tenn., then and still claiming to be "the best equipped small printing plant in the South." L. G. Laycook, Sr., founder of the firm in 1925 and still owner, offered some unusual facts about the first 16 years of his business. For example, he maintained a policy of paying cash for equipment and everything else and was, therefore, free of all debt. During this period he had avergged a net profit of 25 per cent over and above the proprietor's salary. Before printing such unusual claims, Editor J. L. Frazier asked for and was shown conclusive proof of his statements by Mr. Laycook in the form of a banker's statement.-P.R.R.)

Now, 17 years later, a second look at the affairs of Laycook Printing Co. appears to be of interest. We asked Mr. Laycook for a report on how this "near perfect" printing business is getting along in 1958.

First, a building expansion program has just been completed. An addition has been built to the shop space on the south side of the old building, the executive offices have been completely remodelled, and an addition has been constructed to the warehouse in the rear. The entire group of buildings has been equipped with sprinklers for fire protection and the shop and offices have been air conditioned, with humidity control provided in pressroom and bindery areas. Improvements to the offices include acoustical ceiling. Vinvl tile floors, new color scheme and new lighting fixtures. New waiting room space was provided.

In 1941 Laycook reported for equipment a Linotype, three small automatic jobbers and one 22x34 cylinder for presses, in addition to a miscellany of small bindery equipment. To this machinery, as a part of the expansion program, is being

added a second Linotype, a Kelly, two Kluge automatics, a strip material caster, a Hammond glider saw, an automatic power paper cutter, a new Challenge drill, a Rosback rotary perforator, and a Nolan remelting furnace.

We have the word of Mr. Laycook that this entire expansion program, new equipment and everything, is being paid for in cash! It is no surprise that this thrifty printer is a member of the board of directors of the National Bank of Commerce of Jackson and also on the board of directors of the Chamber of Commerce.

What About Profit?

What has happened to the amazing profit picture in these 17 years? In Mr. Laycook's own words:

"Our net profit after taxes has dropped to around 12 per cent on sales, due to business cost increases, taxes, and other overhead expenses, although our sales are about quadruple those of 17 years ago!

About ten years ago we employed a law and tax consultant and on his recommendation we incorporated, but are keeping all of the stock in the family.

"For many years we have paid a rather generous bonus to our employees which amounts to about six weeks' pay. We have contributed rather generously to college, church, and community projects. These things and generous officers' salaries have pulled our percentage of net profit downward. A reserve built up in a corporation is subject to heavy undivided profit taxes."

A word at this point about the Lay-cook family. Beside L. G., Sr., president, and Mrs. Ova Cross Laycook, there are L. G., Jr., an inactive vice-president and for some time a newspaper correspondent in Washington, D.C., and Donald Laycook, executive vice-president and active with his father in the firm. Both of the sons are college graduates. Beginning his career as a printer, the father graduated from Mergenthaler Linotype School, New Orleans,

L. G. Laycook, Sr. is founder and president of Laycook Printing Co. of Jackson, Tenn. At 56, Mr. Laycook is a respected civic leader and an avid golf fan. He claims to have no interest in retirement



*P. R. Russell, now retired, worked for many years for Parthenon Press (Methodist Publishing House) in Nashville. He knows printing business thoroughly, has written many printing articles



The entire Laycook building has been modernized. The new addition at the rear of the building includes a large stock room and receiving and shipping dock

and has retained his skill as an operator throughout the years.

"We have not yet installed any offset equipment, but are giving it a lot of study," Mr. Laycook, Sr., said. Continuing, "We have felt little effect from competition on offset, although our local competitors are offset-equipped. We believe that a well-equipped letterpress plant can still hold its own. We have found it necessary to farm out a few jobs to offset trade plants. We will likely get into offset on a small scale within the next 12 months."

He's a Columnist. Too?

In the earlier story a considerable amount was said about the daily column in the Jackson Sun, "Wise and Otherwise." which Mr. Lavcook furnishes as a daily advertising feature—a sentence or two of droll Will Rogers' humor, with a sentence, sometimes only a phrase, of actual advertising. A "Wise and Otherwise" effusion might run like this: "My sponsors are insisting that I promote something beside 'hot air' in this space-something that we can deliver and collect for. Or else see if I can't get the gas company to act as sponsor. How about a few orders for calling cards? Anything to save my job. One hundred calling cards, engraved \$1.95; printed \$1.25. What's the difference? Seventy cents." (Don't infer that these prices for calling cards are good today.)

About this, and the whole business of selling for this Jackson, Tenn., firm, Mr. Laycook says: "We are still running the 'Wise and Otherwise' column—continuously about 21 years now. Maybe this sort of thing doesn't pull in much business directly, but it does serve to keep the firm's name before the public. It has attracted much favorable comment and has made introductions and approaches easier for me. I get cards and letters, many of them anonymous, mostly praising, some full of good-natured ribbings.

This daily column is about all of the advertising that we do. We believe that good work and good service are the best advertising we can do. We have no regular outside salesmen except what Don and I do when business slows up. A good part of our sales are reorders by telephone and copy usually comes from our job ticket files. On new jobs a call is frequently needed and Don usually makes it. Too, we have very good public relations contacts through our connections with civic and community enterprises. Don is active in the Junior Chamber of Commerce and recently directed the 'Miss Tennessee' pageant which developed the state's final entry in the "Miss America" contest.

In this vein, for advertising and public relations, Laycook Printing Co. looks to its secretary-treasurer, Mrs. Mamie Weaver, through her activity in "several women's clubs" to be available when plans are being discussed for printing yearbooks and other club printing.

Here is further information direct from Mr. Laycook, Sr.:

"In the face of plenty of competition we continue to rely strictly on the Frank-

lin Price List, augmented at times with our own estimating. We do not keep a cost record on individual jobs because we consider the expense greater than the benefits derived. We run our production costs each week. We may take a job too low occasionally, but expect the law of averages to take care of this. If the Franklin List is used, a printer will do well.

"We do not specialize, but take any kind of job that comes along unless we decide it does not fit into our plant, in which case we turn it down. During a slack season we may take a process-color job or a 300-page book, but ordinarily we turn such work down."

For the benefit of those who did not read the 1941 story, we offer two essential quotes. At that time Mr. Lavcook said:

Credit Where Credit Is Due

"We carefully avoid one besetting sin of small business: the extending of credit to customers where credit is not due. When a client desires monthly billing, he should be checked thoroughly through credit agencies, and if not well rated should be rejected, regardless of personal feelings in the matter.

"We push collections. Losses on bad accounts never exceed one per cent, sometimes as low as one-half of one per cent. The best place to stop credit loss is by making careful investigation before taking an account. If we cannot satisfy our selves the risk is good, we demand money in advance. A loss of \$50 is the profit on more than \$200 of sales!"

Donald Laycook, executive vice-president, and Mamie Weaver, secretary-treasurer (left photo), seen in new offices. Right photo shows remodeled workroom





Samuel F. Chernoble, Comet Press, Inc. (standing), presided over a panel discussion on press accessories sponsored by the Lithographic Division, New York Employing Printers Assn. in New York last month. Seen at the conference are (l. to r.) Theodore F. Makarius, Pope & Gray, Inc.; William C. Herbert, Jr., Herbert Products, Inc.; Mr. Chernoble; Harold W. Gegenheimer, William Gegenheimer Co., Inc., and Samuel D. Brown, Jr., manager, NYEPA Litho Division

New Yorkers Solve Litho Problems

- Five-man panel tackles problems at New York litho meeting and suggests ways of solving them
- Inadequate drying equipment, static, water levels, press washers are among devices discussed

The use of carefully selected press accessories such as static eliminators, water levels and ink agitators is one of the best means of cutting production costs, according to a panel of specialists who addressed a recent meeting and exhibition of the Lithographic Division of the New York Employing Printers Association.

Over 250 lithographers and operators of combination plants heard Samuel F. Chernoble (Comet Press, Inc.) open the meeting by describing the 20 different types of accessories on display as "devices which came into being because of earlier dissatisfaction with press performance among pressmen and managers."

William C. Herbert, Jr. (Herbert Products Inc.), first panel speaker, described the operation of drying devices and static eliminators. He said that poor production and unsatisfactory presswork were often the result of operating without adequate drying equipment.

The key to proper drying, he said, is the heater's capacity to set the ink without "baking" or shrinking the sheet or having an adverse effect upon ink color. Most important in this connection is the maintenance of the proper ratios between temperature and exposure time.

Analyzing such heating devices as the open wire element, the metal sheathed unit, the infra-red bulb, the quartz tube, the glass panel, and the conventional burner dryer, Mr. Herbert gave special endorsement to the recently developed quartz tube and the electrically-conductive

glass panel. He pointed out that in the use of the quartz tube there are stringent mounting requirements and careful temperature control to be observed.

Especially satisfactory, he said, is the electrically-conductive glass panel which produces infra-red radiation without any evidence of light whatsoever. The advantage of the panel is that it gives complete and uniform surface coverage.

There are also advantages in using the open gas flame dryer, the speaker pointed

Next Month . . .

April showers will also bring you a downpour of meaty articles and entertaining features and departments in the April IP.

Watch for an article on quality control in the printing plant by Dr. Marvin Rogers; a complete, up-to-date round-up on offset presensitized plates; a major release on the brand new ATF Typesetter, phototypesetting device previewed by the graphic arts trade press March 12; a comparative study of whether it's cheaper to print a publication by offset or letterpress or vice versa by Harris Mullen, who can do them either way in his plant; an up-to-date look at the D-I process, a method of converting letterpress forms to offset as developed by a subsidiary of Standard Rate & Data, and many other shorter, how-to-do-it stories plus the usual array of departments.

out. It should provide complete combustion of the gas, he said, and be provided with a dependable automatic control to assure that the flame will be immediately extinguished when the press is stopped.

Turning to a consideration of static eliminators, Mr. Herbert traced the presence of static electricity in the stock to the high press speeds made possible by modern equipment. He said that antistatic sprays and liquids are helpful when static eliminating equipment has not been installed on the press, but that permanent installation of an electric static eliminator is far more satisfying.

The electric static eliminator, according to the speaker, is superior to induction bars and radioactive units because it will remove static even in small quantities, and does not require the degree of caution in installation and use which other methods demand

Speaking on water levels, water stops, press washers, ink fountain agitators and fountain dividers, Harold W. Gegenheimer (William Gegenheimer Co., Inc.) illustrated his remarks with giant photographs. Pointing out that a fountain roller will feed more when immersed to a greater depth and will feed less to the point of dry-ups when the level is allowed to drop too low, Mr. Gegenheimer said that a water level will maintain the desired depth of water within $\frac{1}{32}$ of an inch.

With regard to water stops, Mr. Gegenheimer said that the stops which come on (Turn to page 116)



New \$500,000 Dallas plant producing carbon-interleaved business forms has 25,000 square feet, much of it air conditioned, with provision for additions

Rogersnap Business Forms in New Plant

- In 20 years Will Rogers built Dallas Company from one-man shop to modern plant with 65 employees
- Plant now considered one of largest independently-owned manufacturers of carbon-interleaved forms

A growing firm in a growing industry tells the story of Rogersnap Business Forms of Dallas. Just a little over five months ago, Will Rogers and his 65 employees moved into a new \$500,000 plant in West Trinity Industrial District of the Texas city. The move was the sixth for the company since Mr. Rogers opened his first plant in January 1939.

Today Rogersnap Business Forms is one of the largest independently-owned manufacturers specializing in carbon-interleaved business forms. The company's products are distributed directly in the North Texas area, and nationally and internationally through jobbers.

A success story in the American tradition is the life of Will Rogers—no relative of the late lariat-twirling humorist founder and chairman of the board of Rogersnap.

Mr. Rogers arrived in Dallas by bus in April 1937 with—as he tells it—a "sack of Bull Durham tobacco and five cents in his pocket."

Started on \$100 Capital

After two years with Dallas printing companies, Mr. Rogers was able to start a small printing business in 1939 with \$60 worth of paper, \$100 borrowed capital and an ability to sell printing. By 1940 Rogersnap had three employees and a plant covering 1,100 square feet. In 1942 the 11 employees were working in a 2,300-square-foot plant, and the end of World War II found the firm with 20 employees and 5,700 square feet of working space.

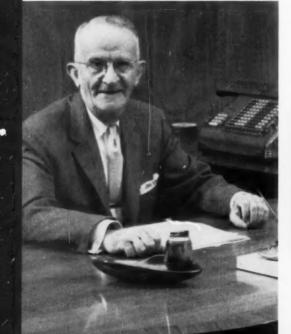
In 1955 the company reached almost \$500,000 in sales and the 1956 figure ran

quite close to \$1-million, according to Mr. Rogers.

Although the new plant has been producing carbon-interleaved business forms since last October, the dedication of the building did not take place until Dec. 6, just two days less than a year after the ground-breaking ceremonies for the completely air-conditioned, 25,000-square-foot building.

"The designers have planned for the comfort of the 65 employees as well as for efficiency of production," Mr. Rogers said of the new facilities. "In every area of operation careful consideration has been given to pleasant surroundings, which are as important to the smooth flow of work as first-rate equipment."

A 16,000-square-foot, air-conditioned portion of the new building is used for manufacturing and for office operations, while a 9,000-square-foot area has been set aside for warehousing of roll stock and



Will Rogers' desk hasn't looked like this since the day his new plant opened for he's a busy man. He's chairman of Rogersnap board. Below (I. to r.) are Earl Doxsee, president of Rogersnap; Arthur Hoffman, vice-president in charge of production, and Fred Wethington, the treasurer and controller









Reception room at Rogersnap is light, open, airy, colorful. At right, sales department is equipped with separate desks for salesmen; files are built into wall

roll carbon. The warehouse area opens on a railroad siding where roll paper is delivered by the carload. Ample room for future expansion is provided on an adjoining three-acre site (see the production flow chart on this page). The building is 125 feet wide and 200 feet deep.

Earl Doxsee, president of Rogersnap, is a man who likes to plan ahead. He chose his career in printing with an eye to the future of both the company and the industry.

Saw Great Potential in Dallas

With a background as manager of a large business forms plant in Los Angeles, Mr. Doxsee came to Rogersnap in June 1955 as a result of a survey to determine the printing center of the Southwest. Although not the largest in the southwest graphic arts field, Dallas appeared to show the greatest growth potential.

Mr. Doxsee joined Rogers with no title and no specific job other than to apply his knowledge and industry experience. He was made assistant to the president in October 1955, vice-president and general manager in September 1956, and president in July 1957.

Other major officers of Rogersnap are Arthur Hoffman, vice-president in charge of production; Fred Kimsey, vice-president and general sales manager; Amos Donica, secretary and sales manager; Fred Wethington, treasurer and controller, and Irving Pierce, vice-president of the stock form division. Mrs. Will Rogers has the title of executive vice-president. Milton J. Loeb, Sr., is a director of the company.

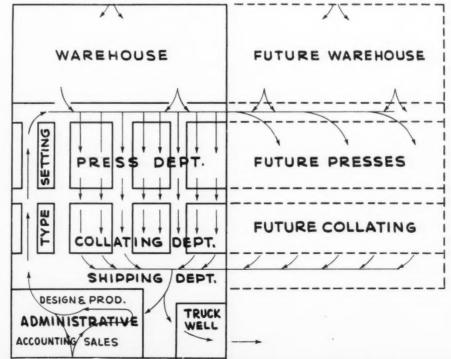
The reception room and offices are equipped with all new office furniture of walnut. Fluorescent lighting fixtures flood each office with plenty of illumination. The entire ceiling in Mr. Rogers' office glows with fluorescent light from fixtures concealed above translucent panels. Asphalt tile is used on all office floors. Filing cabinets are built into the walls in the sales department and other offices.

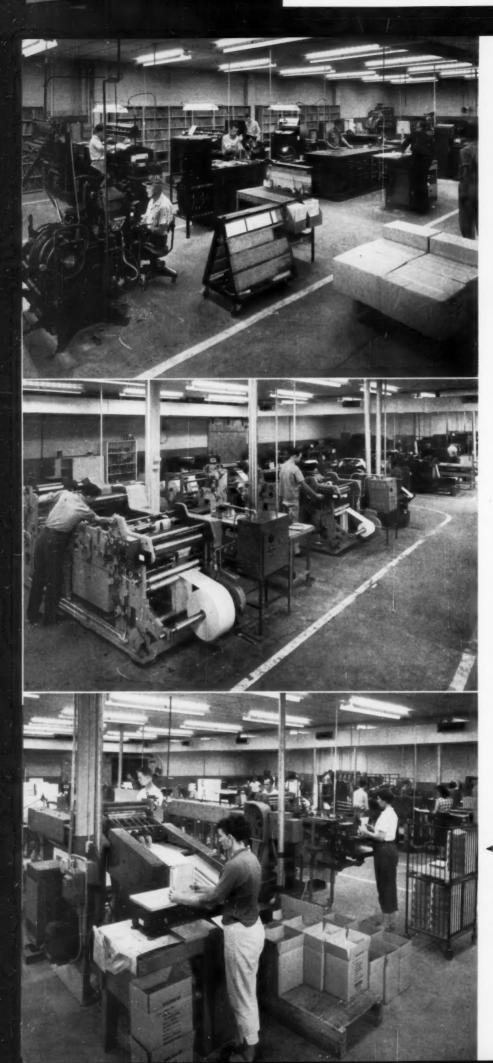
Equipment in the composing room includes a saw for each compositor's use—a

Rogersnap has a design division to help customers and prospects to plan new forms especially suitable for their businesses. Company serves North Texas directly and distributes nationally through dealers



This production flow chart not only indicates how orders proceed naturally and easily without any backtracking or overlapping, but also shows how the same flow plan can be used when additions indicated at right become necessary. Plant has railroad siding adjacent to warehouse and own truck docks





Hammond Mercury Trim-O-Saw, a Turner Super Speed Saw, and a Hammond Glider Trim-O-Saw. An Intertype machine with eight fonts of mats and 144 cases of type and ornaments make up the typesetting section.

Plant Makes Own Rubber Plates

A 113-ton Williamson Rubber Platemaster is used for making rubber plates on business forms for the high-speed rotary presses. A Vandercook No. 4 proof press with power inking, a Universal Mono-Tabular broaching machine with 40 punches, a Richards Atlas steel rule cutter, a Rouse mitering machine, a Premier card cutter, and a variety of type cabinets, Hamilton steel and wood imposing tables, chase racks, and cut storage cabinets complete the major equipment in the composing room.

The job press section, located close to the composing room, includes two Miehle (50) Verticals, a 12x18 Kluge automatic job press, and a 10x15 Chandler & Price open platen press. Only one man operates the job presses, kept mainly for the sake of accommodating business forms customers on small office forms and other minor printed matter.

The business forms pressroom can roll out 469,000 sets of carbon-interleaved business forms each two-shift day. The manufacturing area has been laid out for production-line operations (see production flow chart).

Two New ATF Forms Presses

Newest of the business forms presses are two American Type Founders webfed, rubber plate, stack type models, one with a 17-inch cylinder circumference and 26-inch web width and the other a 22-inch cylinder circumference and 26-inch web width.

Also in the pressroom are two Dutro Speedflex Model C presses. The original forms presses installed some years ago are the two D. L. Harrison web-fed rotaries, one 17x24 and the other 17x16. One of the presses is the second ever built by Dewey L. Harrison, Dallas inventor. The other is press No. 36.

Pressroom equipment also includes a variety of perforating and cutting wheels, Force rotary numbering heads, two ATF Binks portable wet spray no-offset units, and several steel work tables.

The collating department contains a large variety of equipment. Just added is

Top: Rogersnap's composing room boasts one Intertype, plus sufficient hand-set type; every compositor has his own saw, plenty of room to work. Center: In foreground are two ATF business forms presses; beyond, two Harrison webfed rotaries; at far rear two Dutro Speedflex presses. Bottom: Collating-finishing departments boast various types of collators, and other types of equipment needed for completing forms

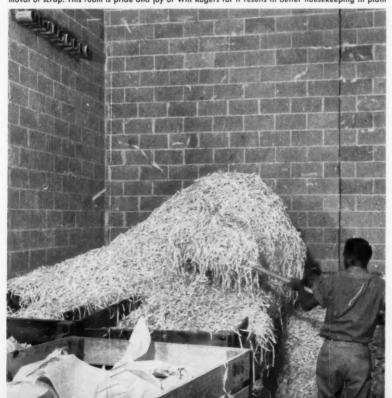
a new Schriber six-station collator with slow-down delivery. This machine complements a ten-station Schriber collator with alternating delivery. Other collating equipment includes six- and eight-station Harrison collators, built by Dewey L. Harrison; a Didde-Glaser Speedklect five-station automatic with gummed tipping attachment, a JCM-Deluxe Model with gummed tipping attachment, three I.S. tilting joggers, a CPJ-15 Syntron jogger, and a Brackett jogger.

Varied Finishing Equipment

The finishing department has a variety of equipment for necessary end operations before orders are ready for shipment. Included are a 44-inch Seybold Precision automatic power paper cutter, a 24-inch Nygren-Dahly Standard rotary slot-hole perforator, a Challenge EKH power paper drill with round-cornering and slotting attachments, a 3/4-inch Acme-Morrison book stitcher, a Stimpson power eyeletting machine, a National card cutter, a Nygren-Dahly rotary slot-hole perforator, a Nygren-Dahly multiple head drill, and a Brackett trimmer with six-foot conveyor.

Pride and joy of Mr. Rogers is the room into which all waste paper is sent by means of a vacuum and compressed-air system. All waste trim on the fast, rotary forms presses and other equipment is sent by means of 11 sets of pipes to a special fireproof storage room which is also explosion-proof. Sparks from switches or motors are contained so that they cannot trigger a paper dust explosion. The plant is thereby kept exceptionally clean for this type of printing operation. This room opens onto a truck dock.

All scrap from various presses and other equipment is brought by forced air through tubes at upper left. Room is completely fireproof and explosion-proof and faces loading dock for easy, quick removal of scrap. This room is pride and joy of Will Rogers for it results in better housekeeping in plant





Rogersnap warehouse has plenty of storage space for business form roll stock and carbon roll supply

Philip Hano Co. Issues New Tax Expense Form

The Bureau of Internal Revenue ruling that employers and employees filing 1958 income tax returns must report itemized reimbursed expenses claimed as deductions from gross income makes it necessary for each taxpayer to maintain records adequate to prove his claim.

For that purpose the Philip Hano Co. of Holyoke, Mass., is offering a three-part Snap-A-Part voucher form printed on hole-punched NCR paper, which can be

used by individuals whose expenses are reimbursed or by those who pay their own expenses. Headings cover hotels, meals, traveling, laundry, car mileage, entertainment, telephone and postage. There also is space for other items or explanations, and for company bookkeeping purposes.

When the set is used for advance expenses, the company retains the second copy and gives the original and triplicate to the employee. At the end of each week he returns the original and triplicate for approval and shows his total expense. The company reimburses him for expenses incurred above the advance amount, or he reimburses the company for money not used. Then the company keeps the original copy and the employee gets the triplicate for his 1958 tax record file.

Carbon Manufacturers' Assn. Names F. B. McFarland President

F. B. McFarland of Port Huron Sulphite & Paper Co. has succeeded Samuel Meyers of Ace Carbon Paper & Ribbon Co. as president of the One-Time Carbon Paper Manufacturers' Association.

Alfred Bollinger of Ault & Wiborg Carbon & Ribbon Division of Interchemical Corp. was elected vice-president at the fourth annual meeting Jan. 30 in New York City. Philip O. Deitsch was reëlected managing director with offices at 11 W. 42nd St., New York.

Board members, in addition to the president, vice-president and Mr. Meyers, are Philip Hano of the Technicarbon Co., Inc. and Joseph S. Israel of Franklin Ribbon & Carbon Co.

The association is launching a public relations program under the chairmanship of McClure Brewster of the American Carbon Paper Manufacturing Co. The spring meeting will be held in May.

Rotary Business Forms Section to Meet March 18-21

Members of the Rotary Business Forms Section of Printing Industry of America are all set to reap the benefits of a program designed to improve their profits.

From plants throughout the country they are coming to Chicago to attend their four-day spring meeting which starts on March 18 at the Edgewater Beach Hotel.

Profitwise features heralded by RBF executive director Arthur L. Johnson include two sessions dealing with ways to improve productivity and measure output, how to establish sound and profitable estimating procedures, and efficient use of personnel.

The sessions will commence on Wednesday evening, March 19, with a dinner devoted to a discussion of "The Impact of Accounting Machines on Business Forms Sales."

The opening session on Thursday, March 20, will be devoted to a discussion of methods to be used in getting the most from RBF equipment.

This session will be opened by Donald E. Sommer, technical director for Printing Industry of America, Inc., and will include a group discussion of technical production methods, and a review of the recently established RBF standards in analyzing production problems and a demonstration of the application of standards to production on various press and bindery equipment.

The session will be concluded with a survey of how this information may be utilized in a follow-through program to improve rotary form production.

Arnold Greenfield of the Alfred Allen Watts Co. heads the production committee, whose primary responsibility is the development and utilization of product standards.

Also timed for the morning of March 20 is a second production session dealing with such new developments as flexography, dry offset and DuPont's Photopolymer plate.

Study of financial matters is slated for the afternoon of March 20. Topics listed are budget hourly costs and estimating for profit, the latter in terms of group participation in estimating sample jobs followed by a panel review. This is part of a project to improve estimating procedures. Results of work done by Max Roos in developing a standard estimating form will be made available.

Budget hour cost procedure for rotary plants will be launched by the finance committee, whose chairman is William Brown of Chas. E. Brown Printing Co. Working with Peter Becker, ratio consultant, he announced last month that plans for a special 1958 Ratio Study had been completed.

Mr. Becker's financial ratio analysis pointed out that one of the major differences between high-profit and average or



Arthur I Johnson



Donald E. Sommer

low-profit firms has been better utilization of personnel. This is the subject scheduled for the March 21 session by Garner Dunkerley of Ennis Tag and Salesbook Co., personnel committee chairman.

The Union Employers Section and the Master Printers Section of the Printing Industry of America are making a special study of wages, fringe benefits and working conditions in open and union shops throughout the rotary business forms industry. Their findings will be discussed. In addition there will be concurrent sessions for employers having contractual relations and for open shop employers.

A business session for election of officers and for committee reports will be held on the final afternoon. The agenda also calls for action on a dues proposal. The section has been financed by associate member dues and special voluntary contributions. These included \$75 for the RBF production standards project and

\$100 for financing the staff. The executive committee is in favor of action to establish modest dues for all members to pay for part of the cost of maintaining programs and increased activities.

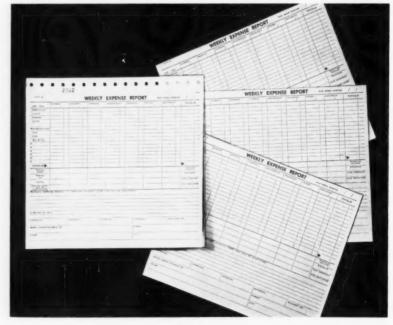
Knowing that sales are of major importance under current market conditions, George Alt of Baltimore Business Forms Co., chairman of the Sales Committee, has planned a bull session on this subject as an optional feature of the dinner on March 19. A Dutch treat cocktail party is dated for March 20.

Eight active committees will meet on March 18 and 19, the days when equipment and machinery used in RBF plants will be exhibited and demonstrated.

The RBF Section of PIA includes in its membership 120 firms which comprise companies producing business forms of all types and manufacturers of business forms equipment and material. The present officers of this section are: Bayard S. Shumate, president; C. C. Barfield, vice-president; Gordon Rohde, secretary; Marvin Gale, treasurer, and Arthur L. Johnson, executive director.

Committee chairmen include George Alt, Jr., sales management; William R. Brown, finance management; Arnold Greenfield, production management; Garner Dunkerley, Jr., personnel management; Gordon Rohde, equipment; M. B. E. Clarkson, materials; C. C. Barfield, general, and Harold L. Holden, membership committee.

To help individual employees and company accounting departments keep "reimbursed expense" records for income tax purposes, Standard Register Co., Dayton, Ohio, is producing a standardized weekly expense report. Form is designed to accommodate a daily accounting of all incurred expenses during a particular week. The form is of a carbon-interleaved Zipset construction in either a two- or three-part series. The form is available in multiples of 500 (triplicate) or 750 (duplicate)



Business Forms Institute Members Elect Officers

Business forms industry sales volume last year, when fully tabulated, is expected to reach the \$308-million level for 1956, which was a gain of \$32-million over the 1955 figure, according to Business Forms Institute spokesmen at the organization's annual meeting Feb. 13-14 in New York.

Members in session heard the 1958 production forecast as equal to the 1956





W.C. Lamprechte

T. S. Duncanso

output with the higher operating costs matched by greater productivity per man hour and more efficient plant management. There was general agreement that while the industry would have to face rising costs this year with modern equipment being installed in most BFI member plants, increased sales and operating waste reduction efforts should make 1958 another successful year.

William C. Lamprechter, vice-president and general manager of the Stephen Greene Co., Philadelphia, was installed as president. He was advanced from the first vice-presidency to succeed R. S. Daugherty, president, Shelby (Ohio) Salesbook Co. New first vice-president is T. S. Duncanson, who heads Moore Business Forms, Inc. of Niagara Falls, N.Y., and Moore Corp. Ltd., Toronto, Canada. Thomas A. Taylor, vice-president of Schwabacher-Frey Co., San Francisco, was reëlected second vice-president. H. M. Meloney continues as executive director with offices in Greenwich, Conn.

Major plans for this year include an annual comparative balance sheet and an operation ratios survey, employee relations reports for office and factory personnel, and a public relations program. Continuing services for members include reports on sales statistics, output capacity and actual machine hours, material waste and paper usage, equipment inventory.

BFI representatives participated in a recent Washington meeting staged by the Bureau of the Census for discussion of the need for a more accurate census of manifold business forms industry dollar volume in 1959 and following years, and clearer definitions of fringe products.

New firms on BFI's membership roll are Pioneer, Inc., Tacoma, Wash., and Redi-Rite Business Forms, San Francisco.

Typographic Scoreboard

BY J. L. FRAZIER

-• Subject: "Vogue" •-

Issues of December, January 1 and 15; 151 page and multi-page ads

Type Faces Employed Bodoni Book (T)	14
D-1: (M)	
Bodoni (M)	16
Bodoni Bold (M)	1
Garamond Old Style (T)	15
Garamond Bold (T)	1
Century Schoolbook (T)	7
Century Old Style (T)	3
Century Expanded (T)	3
Century Bold (T)	1
Vogue Light (M)	7
Vogue Bold (M)	7
Venus (M)	7
Venus Light (M)	4
News Gothic (M)	6
Baskerville (T)	6
Caslon Old Style (T)	3
Binny (T)	2
Caledonia (T)	1
Caledonia Bold (T)	1
Fairfield (T)	1
Modern No. 1 (T)	1
Copperplate Gothic (M)	1
Weiss Roman (T)	1
Franklin Gothic (M)	1
Trankini Gotine (M)	1
Ads set in traditional types	60
Ads set in modern types	50
Weight of Type	
Ads set in light-face type	65
Ads set in bold-face type	39
Ads set in medium-face type	
The second secon	0

sons. In 28 of them, two or more styles of type are mixed without one dominating enough to justify credit. There is often, your Scorekeeper regrets to say, patent disharmony between some or all of those combined ads. In addition, there are 13 completely hand-lettered ads, all except one of these being of modern character. Further affecting the final score, 15 ads credited in the opening tabulation, "Type Faces Employed," to traditional types are topped by a display of modern style, hand-lettering or type. The true, complete picture is to be seen only in the tabulations of "Lavout," "Illustration," and "General Effect" which follow. Some readers will be surprised to find that type alone is responsible for a greater number of the ads being designated as "modern" rather than either layout or illustration; although it was art that started the movement past the wild, weird, and exotic ways to smart, fresh,

yet sound typographical practices. Layout Conventional 93 Moderately modern 55 Pronouncedly modern 3 Illustration Conventional 105 Moderately modern 40 Pronouncedly modern 5

General Effect (all-inclusive)
Conventional 54
Moderately modern 89
Pronouncedly modern 8

Note: There was no illustration in one ad.

The three issues of *Vogue* contained 41 page and multi-page advertisements that are impossible to analyze for the foregoing compari-

Twenty, even ten years ago we could point to ads in both magazines analyzed for "Scoreboard" and, self-satisfied and unafraid of others, designate them as "modern" or "conventional." It was then a case of "whole hog." Devices such as lines on the bias, the vertical mass, and some cubist-inspired types dominated tremendously or were absent, and ads were dubbed "modern" (according to current standards then) or "conventional" definitely. Now in advertising, the better features of art nouveau and those which reflect the immutable classic laws of design are melded, often about equally, with classification here made much more difficult. Lettering and particularly the heel and toe of unrealistic illustration, embolden us to call the ad at the left below the best modern and, despite incidental modern brush script display, best conventional one in the issues considered





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THE SPECIALTY PRINTER

How Mutual of New York Uses Spot Carbon Forms

- Mutual never ceases its struggle against being engulfed in a sea of paper
- When selectivity is essential MONY uses spot carbonization on its forms
- · How spot carbonized forms have simplified work and paid their way

Mutual Of New York, like other large insurance companies, never ceases its struggle against being engulfed in a sea of paper. This entails cutting down on paper work so far as feasible, simplification and other improvements in the design of forms, and the use of new machines and techniques in many instances. The program, started about 15 years ago, saves work, expense, time, filing and storage space—and dispositions.

Though the program is broad, affecting practically all the operations and departments, its results are probably most notable in the consolidation and simplification of forms. The organization uses more than 1,700 different kinds, most of which are duplicated and some of which are in multipart sets.

Duplication is most commonly achieved through the use of one-time carbon sheets. But in certain cases, especially where selectivity is essential (transference of data to different sheets of the set), spot carbonization is used. This is a process of applying carbon in predetermined areas and shapes to the backs of single or multiple form sets through the use of a hot wax mixture electronically controlled.

When the supply of a form needs replenishment, it is reviewed by the MONY planning division, headed by Herman Knauss, together with those operational units directly concerned, and with the sales, law and public relations departments. The planning division's first-hand knowledge of all company forms enables its members to prevent the unnecessary duplication.

In the preparation of new forms, Mutual Of New York must conform to the laws of the various states in which it is licensed to do business. These regulations vary considerably, making the task of simplification more difficult than if they were uniform. Nevertheless, forms continue to grow shorter, easier to read and to understand, without sacrificing their legal sufficiency. One dramatic change has been the elimination of notarization requirements from 75 different forms.

An example of a simple, but convenient use of spot carbonization by MONY is in its dividend deposit withdrawal form, which measures only 4x6 inches. It is a lightweight Keysort card that the operator puts into a Moon-Hopkins machine, which both types and calculates.

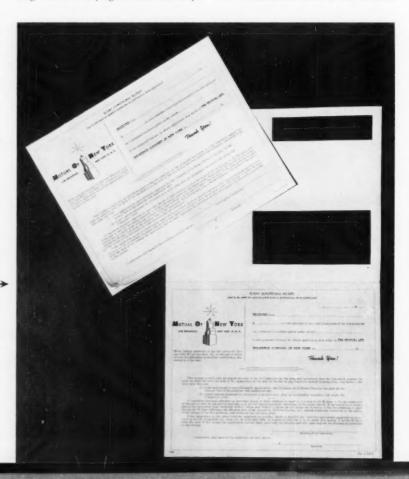
Its purpose is to post to the individual ledger account varying amounts of money withdrawn by the insured person from his dividend account, and at the same time, through the use of this form, adjust the dollar control by the interest rate of the amount of dividends on deposit with the company.

The amount of money withdrawn automatically appears on the ledger as a debit to the insured person's account by the use of red spot carbon, and the black, of course, indicates the credit balance remaining in the individual's account.

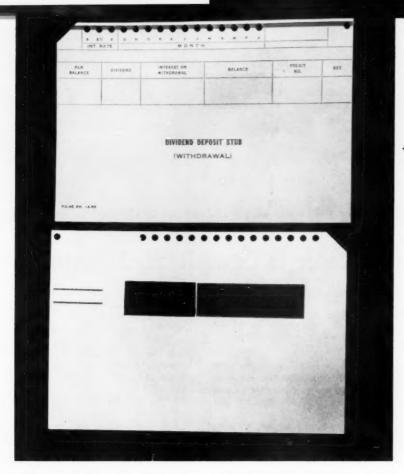
Perforations Aid Filing

At the top of the Keysort cards there are perforations, and under each an initial designating a month, arranged in reverse, the "D" for December coming first and the "J" for January last. There are also perforations for filing over figures, each designating the interest rate, whether 3, $2\frac{1}{2}$ or 2 per cent.

This form is deceptively simple in appearance. It can be processed by an operator within a few seconds. But it is an



MONY's two-part 60-day conditional receipt for deposits. The two sheets are duplicates on heavy stock requiring spot carbonization. Underwriters carry them rolled or folded in pockets. One-time carbons cause considerable smudging. Therefore, spot carbonization is used where needed



important cog in MONY's machinery. It was designed by the company's planning division. Spot carbonization was chosen for it because of its selectivity, since only a portion of the data on the form need be transferred to the individual policyholder's account in the ledger.

An entirely different use of spot carbonization by MONY is for the two-part 60-day conditional receipt for the deposit (partial payment) an applicant receives from the field underwriter. In this case, the areas carbonized are the "Receipt" block, with a blank for the date, payor's name, amount paid, the name of the person to be insured; and a smaller rectangle with blanks for the names of the field underwriter and the applicant.

The two sheets of the form are exact duplicates, and at first glance one might wonder why one-time carbon was not used rather than spot carbonization. This form is on fairly heavy stock. The field underwriter usually keeps a supply in his pocket or an envelope, probably rolled or folded. A large sheet of carbon would result in considerable smudging. With spot carbon there is less smudging and, in addition, only the relatively small areas are affected.

According to MONY's plans specialists, the end result of systems and procedures is the form. But before the form can be developed, a great deal of thought must be devoted to the procedures back of it.

With patience and the support of top management, a large proportion of forms are finally redesigned, in some instances with substantial savings of time and effort. An example is the four-part application ticket, the current consolidated version of which eliminates four typing operations that were required before its adoption.

This form was designed to include all the information required by the agency office and the main office underwriter, the information needed to issue the policy, the policyholder's record, and the control necessary to see that each policy gets the attention needed to provide service to the insured person.

The information for all these operations had to be analyzed and coördinated Dividend deposit withdrawal form on 4x6 card is a lightweight Keysort card. Spot carbonization was used for it since only a portion of the data on the forms needs to be transferred to policyholder's account in the company's general ledger

so that the repeated information would appear in a proper and useful area on each sheet of the form. Where information was not required on a given sheet, it was eliminated either by the size of the copy or by a carbon cutout. In this way the agency office could prepare in one operation the information and forms necessary to all concerned in the issuance of a policy.

Spot Carbons Avoid Duplication

The second sheet of this form is the underwriting copy, which is sent to the main office. It is the same size as the top one, but duplicates only the top half—the section with blanks for name and address, birthdate, birthplace and type of insurance wanted. This is accomplished through spot carbonization on the back of a sheet of detachable tissue, with the square under the "Memo" section of the top page left clear.

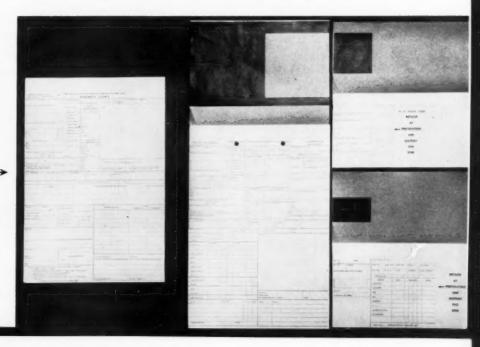
Through this device there are blanks on this sheet for additional fill-ins by the field office, to be transmitted to the main office. The bottom half of this sheet has blanks for "home office use only," summarizing information on insurance already held by the applicant, weight, occupation, etc. The reverse side of the sheet also has blanks for home office use. These provide a chronology of various actions taken on the case.

Next in this set of forms is the application card, less than half the length of the previous two sheets. Through the use of interleaved tissue, with spot carbonization on an area measuring approximately $2\frac{1}{4}x$ $2\frac{1}{2}$ inches, there is space for the application number, the name of the agency, the name and address of the applicant—in short, the application card, to be filed

with other papers in the home office.

By detaching a stub at the right along a line of perforations, a 4x6-inch card (Turn to page 118)

Four-part application form required four different typing operations before spot carbonization was adopted. Carbon cutouts and different size pages eliminate wasted paper, aid processing



OFFSET

Copy Preparation • Camera • Darkroom • Dot Etching Platemaking • Ink • Paper • Presswork • Chemistry

LTF Survey Indicates Color Is Complicated Business

- Color reproduction still imperfect system; information is often sketchy
- Only few basic requirements for ideal color reproduction needed today
- Trouble comes when fundamentals ignored and wrong materials utilized

By Frank M. Preucil*

Color reproduction, correction, masking, and the evaluation of inks, papers, and methods used in process color work



Frank M. Preuci

are a complicated business. Confusion and inconsistent results have almost come to be accepted as normal. This is because color reproduction is still an imperfect system. Information about it is often sketchy or incorrect. Actually,

there are only a few basic requirements for ideal color reproduction. These are logical and simple but they cannot all be achieved at present. In spite of this, reasonably accurate reproduction is possible with present conditions and available materials. Complications (which cause trouble and require added correction steps) get into the picture when (1) we choose to ignore or compromise with the fundamental requirements or (2) we don't fully understand them and use inks, papers, and methods that are not able to satisfy them.

Modern color reproduction is based on the theory that white light is a combination of only three primary colors—blue, green and red. Each of these colors represents about one-third of the spectrum.

In reproducing a color original, three photographic color separation negatives are made. Each is photographed through a filter having a color transmission that corresponds closely to the color of an additive primary color (blue, green, red). These color separation negatives are then

used to make positive printers. They print inks whose colors correspond closely to the complementary colors of blue, green, and red; namely, yellow, magenta and cyan.

These complementary colors are combinations of pairs of the additive primaries and are called subtractive primaries. Ideally, a printing of the subtractive primary inks by the positive printers should produce a reproduction that looks like the original. Usually, a fourth printer (black) is used but this would not be necessary if all the conditions of the theory of three-color reproduction could be met.

The following conditions or requirements must be satisfied for a subtractive process color reproduction printed with inks to look exactly like the original:

 The paper or surface we print on must fully reflect the complete spectrum of visible light.

2. The color separation negatives must be accurate tonal records of where the red, green, and blue thirds of the spectrum reflected from the original.

The three subtractive primary process inks should each absorb light in only one-third of the spectrum and completely reflect the other two-thirds.

4. Inks must be transparent.

5. Inks must transfer onto the other layers of ink as well as they do onto the paper or other printing surface.

6. The strength of the three process inks must be related so that colored areas in the original that recorded alike in two separation negatives will accurately reproduce the secondary colors red, green, and blue.

7. The strength of the three process inks must be related so that areas in the original that recorded alike in all three separations will reproduce as neutral gray.

These are simple conditions but they cannot all be met with the materials that are available today. We have no papers that completely reflect the spectrum. All are tinted to some extent. On the other hand, color filters, especially the broad band set are reasonably close to the requirements necessary for acceptable color separation.

Biggest Color Headache

By far, the biggest problem in color reproduction is the inability of printing inks to satisfy the requirements of color absorption and reflection. Most yellows are good. Magentas and cyans have been notably poor. Just how poor they were and how they behaved on transfer and overprinting were things that we did not know. So, to find out, we planned an extensive survey of the color reproduction being done by the industry.

The first thing we did was to design a four-color test strip. It was 3/8 inch wide

Attracting immediate interest and comment from plant visitors and customers is this point-of-sale display in the lobby of the Ketterlinus Lithographic Manufacturing Co. of Primos, Pa. Several of the displays shown were prize winners in the Lithographers National Association awards competition



^{*}Frank M. Preucil is photographic division supervisor for Lithographic Technical Foundation. This is the first of a two-part article taken from LTF Research Progress Report No. 40. The second part of the report will appear in the April issue

by 10½ inches long and had 21 different areas. It included solids of the four inks; two-, three-, and four-color solid overprints; three-quarter, one-half, and one-quarter tints of each color; and a series of three color mixtures of equal dot sizes.

We sent out more than 100 sets of positives and negatives of this strip to different plants in all parts of the country. They included it on their regular process color production runs and sent us samples. We received over 250 prints of this strip printed on one-, two-, and four-color presses, using a wide range of process inks and papers.

The first part of the study was to collect data from the strips. This was done by making some 12,000 color readings on the different strips with a densitometer. The readings were made through the Wratten No. 25, 58, and 47 filters.

From these readings we then calculated the hue error and grayness of the inks. This was done using the formulas given in Research Progress No. 38 and also in LTF's publication #320, The LTF Color Chart. These calculations were easy to make but took a lot of time because of the number of them.

We then devised a circular chart to record the data. The chart was designed to help visualize the differences in the hue and purity of the inks that had been used. This chart, shown in Figure 1, was also printed in color in *Research Progress* No. 38 along with full details included for its use.

"Ideal" Secondary Colors

Briefly, an "ideal" yellow would fall on the outer ring at two o'clock, an "ideal" magenta on the outer ring at six o'clock, and an "ideal" cyan on the outer ring at ten o'clock. "Ideal" secondary colors also would all fall on the outer ring with green at 12 o'clock, red at four o'clock, and blue at eight o'clock.

The inside rings represent ten per cent increases in the grayness or lack of purity of the color. The grayer the color, the closer it will be to the center. The hue error of a color is thus shown by how far it is away from "ideal" (around the circle) and its grayness or lack of purity by how close it is to the center of the circle.

Figure 2 shows the hue and grayness of the process inks used on 170 different press runs. The yellows were all toward orange but the majority had less than ten per cent hue and were less than five per cent gray. A few with up to 20 per cent error were used as label colors.

The hue error of the magentas ranged from 25 to 100 per cent. A few really red inks were also used on labels. However, three-fourths of the surveyed "magentas" had hue errors of more than 50 per cent and were closer to red than magenta. Such "process reds" upset blues, purples, and gray balances as much as if you tried to

use a shade of green instead of yellow to reproduce reds, oranges, and flesh tones.

Most of the magentas were less than 15 per cent grayed. This is important if we want to make the brighest red or orange. A five per cent difference in the purity of a magenta can have more effect than a 50 per cent hue error.

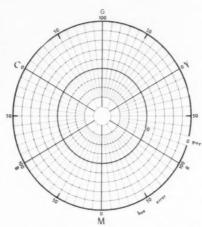


Fig. 1: Recently issued Ink Hue and Purity Chart

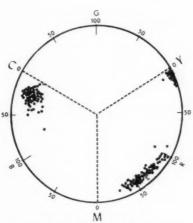


Fig. 2: Process ink colors being used in industry

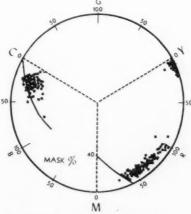


Fig. 3: Lines show which pairs of cyan, magenta inks could be corrected with a 40 per cent mask

As a group, the cyan inks were much closer to ideal hue than the magentas. Practically all had a hue error of less than 50 per cent. However, they had a much wider range of grayness which darkens blues and purples.

Hue and grayness are equally important factors in process color printing and color separation work. We, therefore, found it convenient to combine these two factors into a single factor that we called "efficiency." In using this word, we mean only a process color's efficiency in producing other colors. The efficiency was calculated from the equation given in the Research Progress No. 38 and in the LTF Bulletin #320.

Yellows Prove Efficient

We found that typical yellows in the survey had 95 per cent efficiency. The efficiency of the very best magentas and cyans was about 80 per cent. The average efficiency of magentas and cyans used by the industry was close to 60 per cent with a few going below 50 per cent.

Figure 3 is the same as Figure 2 except that lines have been added to show which cyans and magentas could be corrected with a single mask. Lines for a typical 40 per cent mask such as is usually called for in the conventional masking systems are shown. The mask would be designed to correct for inadequate reflection of blue. It would be made from the green filter separation and used on the blue filter separation. Only those pairs of inks falling on the lines could be corrected by the single 40 per cent mask.

This figure shows that the errors in both the cyan and magenta could be corrected with a single 40 per cent mask in only one or two cases. While some of the cyans could be corrected, the same mask would undercorrect most of the magentas. From this, it becomes obvious why masking has failed to produce completely corrected separations and why it has not been more widely accepted for color reproduction work.

This was the major revelation of the first phase of the study of the survey. The majority of the process cyans and magentas that had been used were poorly related to one another and to practical correction values.

This choice of separate, unrelated process inks to be used together is perhaps the major obstacle in achieving success with masking. Here is what happens. Each separation negative contains two things: (1) a record of its own printing color and (2) the errors of the two other process inks. Most yellow process inks reflect enough red and green light that they seldom create a masking problem in red and green filter separations. So these separation negatives seldom have more than one ink error to mask for.

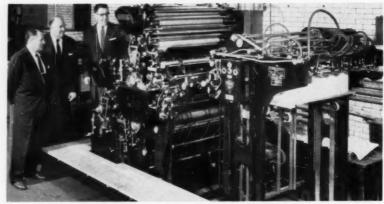
Cyan and magenta inks, however, are poor in their ability to reflect blue. The

errors from these two inks must be corrected in the yellow printer or blue filter separation by masking. The errors can be measured and can be expressed as a color correction mask percentage.

This is done by measuring the density of both the magenta and cyan ink patches with the blue filter on the densitometer and again with the green filter. The ratios of these density readings is the mask percentage that is required. (Details on the procedure are in LTF's Bulletin #320, The LTF Color Chart.)

If the mask percentages for the magenta and cyan inks are the same, then a single mask made from the green filter record and used on the blue filter separation will completely correct both the cyan and magenta ink errors. In the LTF survey, however, only two sets of inks had these percentages within ten per cent of each other. In the majority of cases, if one error were perfectly corrected, the other error would be 40 to 50 per cent undercorrected. This "unbalance" of the magentas and cyans being used together was typical. It was also in the wrong direction to be helped by using extra masks or filters.

It was during this work that we coined the term "balanced inks." Balanced inks are pairs of cyan and magenta inks that are matched, or which have the same bluegreen density ratio. When balanced inks are used and printed properly, one simple mask will correct both ink errors on the yellow printer. (Concluded in April issue.)



Looking at a Harris two-color offset press recently loaned to the Lithographic Technical Foundation for multicolor research purposes by Harris-Seybold are (from I.) R. R. Perry, H-S vice-president; Joseph McConnaughey, Jr., H-S western district manager, and Michael H. Bruno, LTF research manager

Harris-Seybold Loans Two-Color Press to LTF for Research Use

The first multicolor press to be installed in Lithographic Technical Foundation's research laboratory at Glessner House, Chicago, was recently loaned by Harris-Seybold Co., a division of Harris-Intertype Corp., Cléveland. The press is a 23x36 Harris two-color offset. It will be used to study paper and ink effects occurring only on multicolor equipment.

A special split water fountain was supplied by Harris-Seybold to aid in experiments concerning moisture sensitivity of paper coatings and the water wetability of inks which affects ink transfer on multiple printing units. Results of the experiments are expected to aid the whole lithographic industry.

Heads New York Lithographers

George Schlegel III, Schlegel Lithographing Corp., has been elected president of Metropolitan Lithographers Associations, Inc., New York City. Edward D. Wilson, New York Lithographing Corp., is vice-president and William M. Winship, Brett Lithographing Co., Inc., is treasurer. Henry C. Latimer continues as executive director.

LNA Announces Theme and Program for Convention

Carl N. Reed, president of Lithographers National Association, has announced that "Litho Management Plans



Carl N. Reed

for a Better Future" will be the theme of the organization's 53rd annual convention. A statement from LNA headquarters indicated the convention, scheduled for April 28-May 1 "in a period of economic transition and challenge to

every lithographic plant, will provide an opportunity to examine at midyear the path the industry will travel to assure increased productivity and prosperity."

The program, which will be held at the Arizona Biltmore Hotel in Phoenix, calls for speakers covering major aspects of the industry operations; management panel discussions; product group meetings, and studies of ways and means to advance production and sales.

An economic expert has been invited to analyze production and consumption as they will affect the nation and the indus-

try through the next ten years. A national leader is expected to review lithography's role in national defense. Also planned is an authoritative report on the nation's rocket and missile developments as they affect the graphic arts.

Growth of web offset and its effect on litho plants is due for panel treatment. An industry member who is on the daily firing line will detail modern management methods, and a panel of committeemen and outside speakers is expected to share new insights into the financial and operational phases of management.

A labor session will survey the outlook for the rest of this year and 1959 in terms of the problems of collective bargaining, white collar organization, pensions and pension planning. Future research roles will be forecast by technical experts.

There will be sessions of the Bank Stationers' Section, the Lithographic Platemakers Division, the Litho Book Manufacturers Committee, and the Poster and Label Sections.

The Suppliers Social Activities Committee will provide the entertainment during the evening program.

Special April 26 and 27 TWA plane trips to Phoenix from New York and Chi-

cago have been arranged for lithographers and suppliers who wish to travel together. Arrangements can be made by writing to U.S. Travel Agency, attention Reg. Martine, vice-president, 807 15th St., N.W., Washington, D.C.

LTF to Hold Litho Forum March 28-29 in Detroit

A Lithographic Technical Foundation Forum has been planned for March 28-29 at the Veteran's Memorial Bldg. in Detroit. The session starts Friday evening March 28, and will offer information on new developments as well as a review of the procedures necessary for producing good lithography. A color sound film will show latest lithographing techniques and is designed for those who actually do the work from apprentices on up. The forum will place emphasis on both the reasons and the methods for performing an operation correctly.

Originally, the program was shown as a closed-circuit TV show and later was filmed to meet the demands of a larger segment of the industry. Two LTF representatives will be at the meeting.

Additional offset news on page 114

NAP-L Executive Says 1958 Will Be Year of Competition

Where are we going in 1958? Answers came from Walter E. Soderstrom, executive vice-president, National Association

of Photo-Lithographers, when he addressed the Litho Club of New York at a recent meeting. "Prospects for a good volume of lithographed products will depend on the dollars consumers spend with those who sell the public," he said.



Walter E. Soderstr

"For example, purchases of groceries affect the lives of farmers, food processors, truckers and even those who manufacture paper and board right down to the lithographer who prints labels, displays and packaging materials. Our industry provides good markets for those who sell film, paper, chemicals, rubber products, metal, machinery and a host of other items.

"All of us under inflation spend much more today than we did yesterday. The cost of living is higher than ever. We should consider today what would happen tomorrow if the plants for which we work lose their volume.

"Volume for many lithographic plants last year was lower than in 1956, but over-all output was no doubt considerably higher because some 800 new presses were turning out jobs. Profits were down because of higher costs. But let's take a look at some factors that make for an unsound litho economy:

Press Inactivity Hurts

"1. Over-abundance of press capacity in an area—too many two-color and four-color presses. Their productivity is governed by the quantity of business that customers place with lithographers. To be competitive, multicolor presses, particularly larger units, must be operated on at least two shifts.

"2. Too many employers have little or no knowledge of hourly cost rates, production time of equipment and cost centers in their plants. Some employers either do not know or do not have the backbone to place a reasonable markup on the cost of paper, film, ink, metal and outside work

"3. There is a real shortage of competent estimators—too much guessing in pricing jobs. Estimates submitted sometimes vary from 25 to 50 per cent.

"4. There is much bad customer relations. Some customers know more about lithography than the salesmen trying to sell them. Some salesmen do not even know the advantages and limitations of the process, so they often sell jobs not suitable for the equipment in the plant they work for. These four items make for a wide diversion in quoted prices, and maybe because this industry has just growed up' like Topsy.

"5. The boss buys a new, fast, expensive press, then finds he gets no more good sheets per hour than he did on the old press. The future of the boss and the employees in every plant is determined by the number of good salable sheets that come off presses hour after hour, day after day throughout the year.

"6. Customers should have no part in running lithographic plants. Their primary concern is with buying a *desired* quality at a reasonable cost and having it delivered on time.

"7. Lithography and letterpress are strong competitors. Both are after the customers' dollars. Customers should determine on the basis of sound economy which process should be used.

"Many labor contracts expire in April. Common sense should dictate that this is a year when both labor and management should weigh most carefully the future of lithography. Wages, hours and working conditions are excellent. Labor costs represent a good part of every sales dollar. Both of the parties to collective bargaining should be very careful to see that lithography is not priced out of the market.

"Our future can be good. Plants that will do well this year are those operating under sound management, with advertising and selling on a sound basis, and a good esprit-de-corps between shop and office, with everyone recognizing the necessity of actually playing on the same team. In my opinion, customers will survey their buying and decide that for their own good they had better deal with well-managed plants.

Sound Procedures a Requisite

"Plants which do not have the first requisites of good business, such as sound costing and estimating, good selling and modern shop production on good equipment, will find themselves in trouble. In a tight market customers demand better quality. Spoilage in an effort to produce quality can be heavy. We'll find some of these plants folding up.

"Lithographic volume generally will be spotty. Quality houses will get a good share. Costs under uncertain productivity will be higher. Competition in a spotty market, where plants lack a backlog or balanced production, will be keen.

"This year will be largely what labor and management make it. Both lithographers and those who sell us materials and equipment have enjoyed ever-increasing volume over the past ten years. Everyone working in the industry is making more money than he did several years ago. This industry is good to all of us and we share in its prosperity directly in relation to the effort we put into it."

Harry A. Porter, retired Harris-Seybold Co. executive, will be honored at a testimonial dinner April 11 by the Printers Supplymen's Guild of Chicago. Often known as "Mr. Offset" by his many friends and associates, Mr. Porter served the Harris-Seybold Co. for 50 years. Even today in semi-retirement he continues to serve as the executive vice-president of the Education Council of the Graphic Arts Industry. A bound volume of testimonial letters will be presented to Mr. Porter



Nine Winners Selected From 2,000 Entries In 3M Excellence of Lithography Contest

Over 2,000 pieces of lithographic printing were submitted for judging in the fourth nationwide Excellence of Lithography Competition which was sponsored by Minnesota Mining and Manufacturing Co., St. Paul, Minn.

The competition was judged in Dallas, Tex., Jan. 14 as a part of Dallas Printing Week activities. Following the selection of the winners by the judges, the display room was opened to the public and an estimated 250 offset printers from the Dallas area examined the entries.

The judges for the competition were Wayne V. Harsha, editor of THE INLAND PRINTER, Chicago, and three graphic arts leaders from Dallas: Gordon M. Hughes of the Dallas Litho Club, Roy Cowan of the Dallas Ad League, and Dean Cuningham of the Dallas Club of Printing House Craftsmen.

The competition was judged on printing definition, dot structure, aesthetics, ink coverage, register, intensity of solids.

The winners were:

Princeton Polychrome Press of Princeton, N.J., for a four-color art print. The pressman was Russell Gudknecht; platemaker was Rudy Rackowski.

Williams Lithograph Co. of San Francisco for a 22x28 black-and-white poster consisting of a single halftone. The platemaker was James Toso; pressman was Jack Cincotta.

Smith-Grieves Co. of Kansas City, Mo., for a three-color advertising piece with

Four judges in Excellence of Lithography contest checked more than 2,000 entries. Left to right: are Roy Cowan, Dallas; Gordon Hughes, Dallas; Dean Cunningham, Dallas, Wayne V. Harsha, Chicago. Contest was held on Jan. 14 in Dallas



many halftones and a solid yellow background. The plates were made by Frank Radencic; pressman was Ollie Klamm.

Technico Inc. of Los Angeles for a high-key halftone with heavy black solids. The pressman was Jerry Baldwin; platemaker was Paul West.

Rose Color Labs, Inc., New York, for a three-color advertising piece. The pressman-platemaker was Larry Molinelli.

Thatcher Press, Evanston, Ill., for a black-and-white halftone featuring dropouts and dense solids. The plate was made by Lyn Thatcher; pressman was Edwin A. Zelek.

Maclachlan Printing, Ltd. of Toronto, Ontario, for a black-and-white letterhead featuring a combination of fine unbroken lines and smooth solids on a parchmentlike stock. The platemaker-pressman was Edward Hriskow.

Meredith Web Printing Co., Burlington, N.C., for a large five-color Linweave historical map done in perfect register. The platemaker was James Meredith; pressman was Robert Wooten.

D. E. Robinson Co., Cleveland, Ohio, for a highly detailed three-color outline

LNA's 8th Annual Litho Contest Has 2,651 Entries

The Eighth Annual Lithographic Awards Competition and Exhibit sponsored by the Lithographers National Association set a new record of 2,651 entries, 155 more than last year's tally. Material from 218 lithographic plants in the United States and Canada accounted for 1,885 compared with 1,117 in 1957, and 766 entries came from 214 national advertisers, ad agencies, designers, artists and other contestants.

There were increases in all but two of the 47 classifications. The product brackets showing the most notable gains were posters, packaging material, bank and commercial stationery, books and jackets, magazines and house organs.

Entries were judged during the last week in January at the New York Trade School. Awards will be announced at LNA's 53rd annual convention April 28-May 1 in the Arizona Biltmore Hotel, Phoenix. Material winning awards will also be displayed June 9-13 at the Architectural League in New York City. Then the 55-panel exhibition will take to the road for showing in key printing buying centers throughout the country.

Final showing of the 1957 winners was a feature of Printing Week in Rochester, N.Y. The U.S. Information Agency plans to send the panels overseas for exhibition.

halftone vignetted into a perfectly covered black background. The plates were made by Richard Herzberger; the pressman was Harry Meister.

Each shop received an award plaque, and each platemaker and pressman received a cash award and a presentation plaque.

Program for Litho Clubs' Convention Takes Shape

The program and dates for the 13th annual convention of the National Association of Litho Clubs have been announced



Albert Tucker

by Albert Tucker, general chairman of the NALC 1958 convention. The conferences will be held May 1-3 at the Shoreham Hotel in Washington, D.C. The Washington Litho Club will serve as host to the conventioneers. According to Albert

Tucker, president of Sauls Lithographic Co., Washington, D.C., an eventful program has been planned for members and their wives

The convention opens on Thursday, May 1, with registration followed by an educational meeting. Thursday evening the guests of the convention will participate in a reception, buffer supper and a "Las Vegas Night," and a dance sponsored by suppliers.

An all-day business meeting has been scheduled for Friday, May 2. Saturday morning, May 3, will be devoted to a panel discussion by experts from the various clubs. The afternoon session will be a round-table discussion with all phases of litho work taken up. The convention will close Saturday evening, May 3.

Direct-Image Offset Corp. Names S. C. Edmonds Vice-President

Stuart C. Edmonds, Jr. has been appointed a vice-president of the Direct-Image Offset Corp. He formerly was ex-

ecutive secretary of the Chicago Printing Ink Manufacturers Association before he became general manager of D-I in 1954. The D-I offset process developed and marketed by the firm is a method of transferring an image directly from type



S. C. Edmonds, Jr.

and halftones to special lithographic plates. The company is an affiliate of Standard Rate & Data Service, Inc., Evanston, Ill. Settle State

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Butler Paper Company ucson Blake, Moffitt & Towne	Boston John Carter & Company, Inc.	Dayton The Cincinnati Cordage & Paper Co
	The K. E. Tozier Company	Mansfield Sterling Paper Compan
ARKANSAS	Springfield John Carter & Company, Inc.	Toledo The Millcraft Paper Compan
mle Rock Roach Paper Company	Worcester John Carter & Company, Inc.	OKLAHOMA
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Ookland Blake, Moffitt & Towne ong Beach Blake, Moffitt & Towne	Grand Rapids Central Michigan Paper Co.	
os Angeles Blake, Moffitt & Towns	MINNESOTA	Portland Blake, Moffitt & Towns
Carpenter Paper Company	Minneapolis C. J. Duffey Paper Company	Carter, Rice & Co. of Orego
ocramento Blake, Moffitt & Towns on Bernadina Blake, Moffitt & Towns	Inter-City Paper Company	PENNSYLVANIA
on Diego Blake, Moffitt & Towns	St. Paul C. J. Duffey Paper Company Inter-City Paper Company	Allentown Kemmerer Paper Compan
on Francisco Blake, Moffitt & Towne		(Division of Garrett-Buchanan Company)
Carpenter Paper Company	MISSISSIPPI	Lancaster Garrett-Buchanan Compan
an Jose Blake, Moffitt & Towne tockton Blake, Moffitt & Towne	Jackson Jackson Paper Company	Philadelphia Garrett-Buchanan Company Matthias Paper Corporation*
COLORADO	Meridian Newell Paper Company	Paper Merchants, Inc.
	MISSOURI	Whiting-Patterson Company, In-
Graham Paper Company	Kansas City Carpenter Paper Company	Pittsburgh The Whitaker Paper Compan Reading Garrett-Buchanan Compan
CONNECTICUT	St. Louis Acme Paper Company	
artford John Carter & Co., Inc.	Shaughnessy-Kniep-Hawe	RHODE ISLAND
lew Haven John Carter & Co., Inc.	Paper Company	Providence John Carter & Company, In
DELAWARE	MONTANA	SOUTH CAROLINA
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	Great Falls Carpenter Paper Company	SOUTH DAKOTA
DISTRICT OF COLUMBIA	Missoula Carpenter Paper Company	Sioux Falls Sioux Falls Paper Compan
ashington The Whitaker Paper Company	NEBRASKA	TENNESSEE
FLORIDA	Grand Island Carpenter Paper Company	Chattanooga Bond-Sanders Paper Compan
cksonville The Jacksonville Paper Co.	Lincoln Curpenter Paper Company	Knoxville The Cincinnati Cordage
The Everglade Paper Company The Central Paper Company	Omoha Carpenter Paper Company	Memphis Paper Company Tayloe Paper Company
orlando The Central Paper Company The Capital Paper Company	NEVADA	Nashville Bond-Sanders Paper Compan
ompo The Tampa Paper Company	Reno Blake, Moffitt & Towne	TEXAS
GEORGIA	NEW HAMPSHIRE	Amarillo Kerr Paper Compan
tlanta The Whitaker Paper Company	Concord John Carter & Company, Inc.	Austin Carpenter Paper Company
acon The Macon Paper Company		Dallas Carpenter Paper Compan El Paso Carpenter Paper Compan
avannah The Atlantic Paper Company	NEW JERSEY	Ft. Worth Carpenter Paper Company
IDAHO	Newark Central Paper Company Trenton Central Paper Company	Harlingen Carpenter Paper Company
bise Blake, Moffitt & Towns		Lubbock Carpenter Paper Compani
ocatello Carpenter Paper Company	NEW MEXICO	San Antonio Carpenter Paper Compan
ILLINOIS	Albuquerque Carpenter Paper Company	UTAH
hicago Bradner Smith & Company : "	NEW YORK	Ogden Carpenter Paper Company
Dwight Brothers Paper Company Parker, Schmidt & Tucker Paper Co.	Albany Hudson Valley Paper Co.	Salt Lake City Carpenter Paper Company
Charles W. Williams & Company'	Binghamton Stephens & Company, Inc.	VIRGINIA
ecotur Decatur Paper House, Inc.	Jamestown The Millcraft Paper Company	Norfolk Epes-Fitzgerald Paper Company
orio Peoria Paper House, Inc. Irwin Paper Company	New York City . Aldine Paper Company **	Richmond Epes-Fitzgerald Paper Company
uincy Irwin Paper Company ock Island C. J. Duffey Paper Company	Forest Paper Co., Inc.	WASHINGTON
INDIANA	Holyoke Couted & Printed Paper Co.*	Seattle Blake, Moffitt & Towns
rt Wayne The Millcraft Paper Company	Milton Paper Co., Inc.	Carpenter Paper Company
dianapolis Indiana Paper Company, Inc.	Paper Sales Corporation**	Spokane Blake, Moffitt & Towne Spokane Paper & Stationery Co
IOWA	Pohlman Paper Co., Inc. Reinhold-Gould, Inc.	Tacoma Blake, Moffitt & Towns
S Moines Carpenter Paper Company	Royal Paper Corporation	Yakima Carpenter Paper Company
Pratt Paper Company	The Whitaker Paper Co.	WEST VIRGINIA
oux City Carpenter Paper Company	Charles W. Williams & Co." (Bulkley, Dunton, Far East)	Huntington The Cincinnati Cordage &
KANSAS	Bullilan Duntan 6 A	Paper Company
peka Carpenter Paper Company	Champion Paper Corp., S. A.	WISCONSIN
ichita Southwest Paper Company	Champion Paper Export Corp.	Milwaukee Dwight Brothers Paper Company
KENTUCKY	Rochester Genesee Valley Paper Company	CANADA
uisville The Rowland Paper Company, Inc.	NORTH CAROLINA	Toronto Blake Paper Limited
LOUISIANA	Asheville Henley Paper Company	BOX WRAP GRADES ONLY
	Charlotte The Charlotte Paper Company	PRINTING PAPERS AND BOX WRAP GRADES
ew Orleans The D & W Paper Co., Inc.	Roleigh Epes-Fitzgerald Paper Company	**PAPETERIE GRADES

THE CHAMPION PAPER AND FIBRE COMPANY

General Office: Hamilton, Ohio

Mills at Hamilton, Ohio . . . Canton, N. C. . . . Pasadena, Texas

FOR FULL INFORMATION ON HOW THIS ADVERTISEMENT WAS PRODUCED, WRITE OUR ADVERTISING DEPARTMENT, HAMILTON, OHIO



LTF Elects Andrew Donaldson, Jr. President at Annual Meeting

Andrew Donaldson, Jr. of the Strobridge Lithographing Co., Cincinnati, Ohio, is the new president of the Lithographic Technical Foundation, succeeding John F. Perrin of the United States Printing and Lithograph Co., Mineola, N.Y. Mr. Donaldson had served the previous year as vice-president. The election took place at the annual meeting in Chicago Feb. 20-21.

William H. Bulkeley of Kellogg & Bulkeley, a division of Connecticut Printers, Inc., Hartford, Conn., is the new vice-president. George C. Kindred of Kindred, MacLean & Co., Long Island City, N.Y., was reëlected treasurer. Charles F. Roberts of Brett Lithographing Co., Long Island City, N.Y., succeeded William H. Glover, Jr., Sweeney Lithograph Co., Inc., Belleville, N.J., as secretary.

Six new members of the board of directors were elected to fill posts of members whose terms had expired. New members are U. Gordon Colson, U. O. Colson Co., Paris, Ill.; John E. Eddy, president of the Miehle Co., Chicago; John Harris of Gugler Lithographic Co., Inc., Milwaukee; Charles F. Roberts of Brett Lithographing Co., Long Island City, N.Y.; Robert Wolff of the Southwestern Division of Western Printing and Lithographing Co., St. Louis, and John T. Upton of E. S. Upton Printing Co., New Orleans.

Ernest F. Wuthmann, Jr. of Schmidt Lithograph Co., San Francisco, was elected a board member to succeed Frank L. Paganini of Security Lithograph Co., San Francisco, who had resigned. George C. Houck, president of the Harris-Seybold Co., Cleveland, was named to fill the unexpired term of Ren R. Perry of the same company.

Board members whose terms expired include Z. Wayne Adams of the Magill-Weinsheimer Co.'s Cleveland division; Carl N. Reed, Niagara Lithograph Co., Buffalo; Elmer G. Voigt, Western Printing and Lithographing Co., Racine, Wis.; Sam Weil, Keller-Crescent Co., Evansville, Ind., and William H. Glover, Jr., Sweeney Lithograph Co., Belleville, N.J.

U. Gordon Colson, U. O. Colson Co., Paris, Ill., was named chairman of the research committee to succeed Z. Wayne Adams of Cleveland.

On the new executive committee are Harry E. Brinkman of Cincinnati Lithographing Co.; Mr. Bulkeley; Lorne B. Campbell of Montreal Lithograph Co.; Theodore A. Greifzu of Graphic Arts, Inc., Philadelphia; John F. Perrin, and Robert Wolff.

Elliott Donnelley of R. R. Donnelley & Sons Co., Chicago, has succeeded Carl

N. Reed on the finance committee. Mr. Kindred as treasurer of LTF is chairman of the committee. Charles Rossotti, Rossotti Lithography Corp., North Bergen, N.J., was reëlected to finance committee.

Reports were presented by the retiring president, John F. Perrin; Wade E. Griswold, executive director, and by committee chairmen Andrew Donaldson, Jr., Z. Wayne Adams, Ralph D. Cole, and Don H. Black.

Well over \$70,000 has been collected for the purchase of Glessner House, head-quarters for the LTF research division in Chicago. The money has been contributed by 60 companies and individuals. A total of \$80,000 is needed for the purchase of the building and for legal and other fees connected with the transfer of the property. Wade E. Griswold, executive director of LTF, said the campaign for funds would close April 2 and predicted that the amount would be collected.

R. L. Eger Named to LNA Post; Q. O. Young Resigns

Quentin O. Young has resigned from his post as industrial relations director and general counsel of the Lithographers Na-

tional Association. His duties have been assumed by Oscar Whitehouse, executive director, who has had considerable experience in the labormanagement field. Mr. Young has joined the personnel and industrial relations depart-



Robert L. Eger

Robert L. Éger has been named director of the Cost, Accounting and Financial Management Committee and staff representative of the Bank Stationers' Section. He was also named LNA secretary and controller, succeeding Edward D. Morris, who had been with the association for 14 years as Cost Committee director, and John J. Blackwelder, who was Bank Stationers' representative.

ment of Philip Morris, Inc., New York,

Mr. Eger is a certified public accountant who came from the American Institute of Architects where he headed the accounting department for four years, during which he designed and installed a machine accounting system and prepared a million-dollar annual budget. He formerly served Henry S. Owens & Co. as staff accountant and Montgomery Ward & Co.



as budget and control manager. He has taught accounting at Southeastern University in Washington, lectured on accounting for a supply house sales organization, and served on a consulting basis as director of education of the National Society of Public Accountants.

Mr. Eger has recently participated in a meeting of the Cost Committee in Washington where a broad program of future activities was discussed. Plans include regional meetings guiding members toward better cost accounting procedures, and 11 new publications.

Technology Post Created

A new post, director of technology, has been created by the Amalgamated Lithographers of America. George A. Canary, international president of ALA, has authorized the International Council to appoint Edward Swayduck as the union's first director of technology. Mr. Swayduck is president of Local #1 in New York.

Mr. Swayduck will be responsible for research and development projects. This will include direction of public relations and educational programs to familiarize ALA officers, organizers and negotiators with future technological developments in the lithographic industry.

According to Mr. Canary, the expanded research activities are being undertaken because "we believe there are technological developments on the horizon which will bring new business and income into the lithographic industry. We want to have a role in bringing the introduction of new equipment into the industry in an orderly manner. We also want to assure for our members a share in the increased prosperity potential that will come into the industry of new advancements in equipment and processes."

LESSON OF MONTH FOR COMPOSITORS

SPECIMEN REVIEW

By J. L. FRAZIER

• Contemplating in retrospect the items of printing overhauled under this head during recent months, it seems layout involving accent of the vertical has had above normal attention. While the merits of the mode—including related flush-left arrangement exemplified in the cover below—in circumventing dull centering are adequate justification, the greater attention is the result of receiving more items than usual of the sort. It could be that this stems from greater

Decorator Used as Trademark

Grant-Mann Lithographers of Vancouver, Canada.—The work you submit is excellent and demonstrates that with an effective, interesting layout and with types and colors not seen too often, display effectiveness can be achieved without big or bold types. A series or two of the especially interesting so-called "occasional" types which are not freakish and which are readable, like that used on the several cards and stationery

beautiful blue of a lighter tone that many would consider too delicate. Indeed, the hue is a big factor in the standout quality of the forms, one responsible for adding impression to impression as different forms are seen. We must here go over your statement sketchily so that others may fully understand. There's a comparatively large diamond-shaped ornament in the upper righthand corner; it's designed as though it were a continuous line made with a pliable pen, the line thickening and thinning, as in Spencerian writing, as it winds over and under itself. It has no significance, but used on all pieces it becomes a mark of identification, a trademark effect, and contributes to the design entity. Lower, and at the left of the form, "Marty's" appears in a comparatively big size of the distinctive "occasional" type. These units, along with the rule panel on the lower half of the sheet and the word "Statement" above the top rule and near the left side of the panel, are in the light blue. Black is used only for "The College Shop," address, and telephone number; the top and longer line of this small group is in line with "Marty's" and extends across to the lower part of the diamond-shaped ornament. The matter in black would, of course. be too weak in the blue, even on the snowwhite paper used.



COMMONWEALTH INVESTMENT COMPANY

SEMI-ANNUAL REPORT JUNE 30, 1957



COMMONWEALTH INVESTMENT COMPANY

SEMI-ANNUAL REPORT JUNE 30, 1957

A BALANCED MUTUAL FUND



A BALANCED MUTUAL FUND

recognition of the fact that symmetrical designs are comparatively dull and flat.

While the cover above with all parts flush left is preferable to the one that is centered, it seems a bit too precise, even monotonous. It is also overbalanced on the left. In our reset (right, above) the benefits of the vertical are retained—at two points rather than just one. The monotony of over-uniformity is overcome, lateral balance is improved with weight of illustration and trade mark in line shifted a little to right.

forms for the College Shop (Marty's), may contribute materially to the objective of character and force without an ostentatious show. Looking different and also good, a letterhead, for instance, holds a viewer's attention enough so that name and product are forcefully impressed, and remembrance correspondingly increased. The items for Marty's, most interesting of all you sent, demonstrate the foregoing points most effectively. Practically all of each form—all in the case of one card—is printed in the same

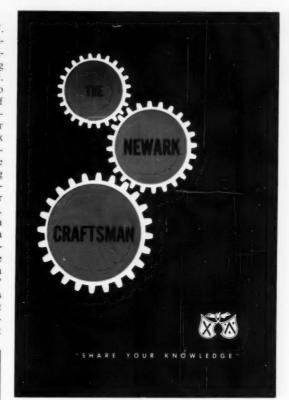
Given Rest, Ultra Bodoni Is O.K.

FINLAY BROTHERS, Hartford, Conn.-We like the things you do, especially your own publicity. Space doesn't permit reference to all the items you sent, and comment here is confined to just one, the booklet, "Trend of the Economy." This is because it offers an opportunity to help all our readers. The booklet contains an editorial from The Christian Science Monitor on the "State of the Nation," as the title suggests. If the material is carefully selected, we believe reprints of any kind will get a reading by businessmen receiving them. It is not necessary for one to plaster his name all over such reprints and we see you agree. The reference to your company is confined to a line at the bottom of the cover reading, "A Finlay Brothers Reprint." In the paragraph in which the Boston newspaper is credited. the name appears in small type near the bottom of the inside front cover. So much for the idea. Physically, the booklet is well done, the text quite readable, the composition open and inviting. It just happens that the very good cover exemplifies one error and a questionable practice; they affect esthetics more than functions. Except for the credit line near the bottom, the type employed is Ultra Bodoni which is comparatively large for the page. The point is that your booklet is the only item we have reItems submitted for review must be sent flat, not rolled or folded. Replies cannot be made by mail

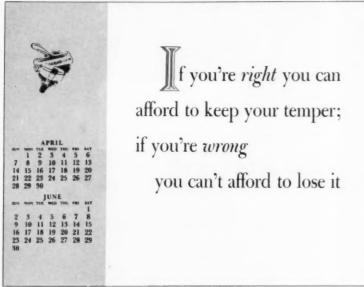
ceived in a long time that features Ultra Bodoni. There was a time when this style dominated the field of display types. The fact that you used it is good; the cover looks different. The error is the ornament below the title and subtitle. The deep blue used for the bold type seems to be too weak in tone, but printing it in the process yellow really makes it fade. Apart from that, the type is characterized by an extreme difference in the width of the stems and hairlines. For an ornament to harmonize it should be of like design and not a

Neat Birth Announcement

THOMAS A. NANTIKA, Buffalo, N.Y. Becoming a father can seem especially important to a proud printer anxious to display his talents on something different announcing the new arrival. You did so well we feel obligated to repeat some of the vital statistics of your piece. Physically, it is a Frenchstyle folder of a pinkish antique paper of good weight and size (closed 51/2 x 41/4 inches). Black and red would probably be too indelicate for heralding the arrival of so wee and fragile a young lady, so you very sensibly used a medium gray when habit would order black, and pink as the second color. We're reminded of our dealings with customers ordering small jobs in a Kansas print shop. We'd ask the customer his choice of color and nine times out of ten he would hesitate a moment and then reply, "Make it red." We sometimes feel the habit persists with respect to black, too. The front of your folder is topped with a proportionately large line reading "What



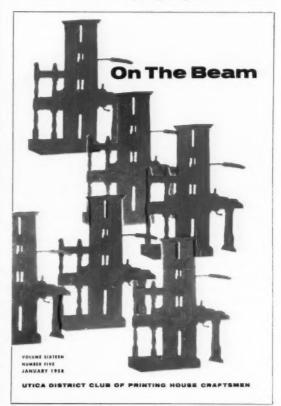
Veteran craftsman John A. Waryn does a grand job, of course, as editor of Newark bulletin. Appropriate and striking "black" cover is standard for year, color only being changed from issue to issue



Characteristic is this left-hand page of plastic-bound 10x7%-inch calendar of Typographic Service Co., Indianapolis. Bound along bottom, with right-hand pages along top, the calendar has a hole in extension cover so item may be hung as a spread, also short fold from the front cover to hold up leaves of heavy stock as they are turned at ends of months. Full-size calendar panels appear on right-hand pages for the month between two of small size on page facing, as above—this above when hung. Axiomatic statements or quotations are changed from leaf to leaf throughout, as are colors. Attention directed to conservative typography, reflecting belief that message comes first

monotone. The questionable practice is setting the second line of the title in lower-case of a smaller size than used for the first and last words which are all caps. The effect would be more pleasing and the important words still adequately emphasized if the lowercase type were of the same point size as the cap lines, when the letters would seem to be, and actually are, smaller. We feel these points are worth bringing up, and our doing so is no reflection upon your work, at least not seriously. The design and the reset giving effect to the foregoing will appear in the "Lesson of the Month for Compositors" column.

is a Girl?" The last word is much larger than those in gray and is in pink. The less blatant colors are the larger and whatever is printed in them may be larger without becoming ostentatious. This title, further to your credit, is hand-lettered in a semicalligraphic style, such as the Bernhard Roman type for which we have a high regard when a note of art with moderate informality is desired. Below the top line is a sketch of a little child pouring over a Mother Goose book while toys are strewn around her. This is printed in gray. The significance of the title is disclosed when the folder is opened and one finds the text lead-



Representing one of the smaller locals of the International Association of Printing House Craftsmen, the bulletin of the Utica club consistently vies with the best in all-around excellence. Original of this strong, original cover is printed on white paper in three colors—type in black, hand presses here blue in dull orange and those here screened in blue. Design is continued to back cover with one press in the orange, half of one split at left here, along with emblem and slogan, "Share Your Knowledge," appearing in deep blue hue

ing off with, "A girl is one of the nicest things that happen to people." We were sure we had read the complete article and then we noted your credit to a publication of the New England Mutual Life Insurance Company of Buffalo. With your digest taking up a bit more than half of the 5½ x8½-inch spread, you used the remaining space for the usual announcement copy.

Type Generally Beats Lettering

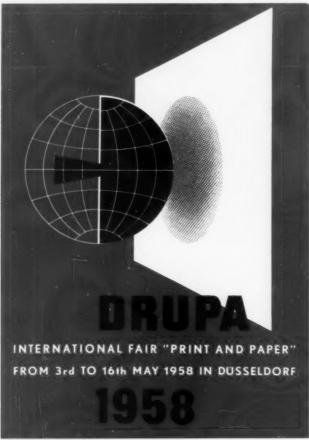
ROBINS PRINTING Co. of Lethbridge, Alberta, Canada.—The work you submit reflects a talent in layout and display of the

to arrangement in display work and fitting type to space. The fly in the ointment is that the lettering is rather amateurish; in fact, it is lacking in smoothness of line (curves without angles at some points on a letter, for instance) and uniformity in the common elements of the different letters. The better letter artists work for the type founders and for concerns offering photolettering alphabets and machines, occasionally for national advertisers in magazines in which space runs into money. Of course, one can get by with less, but in the absence of facilities for really good hand-lettering

is not at once apparent. Study the pieces you sent and you'll see that they do not harmonize or effect sound contrast. In a herd of cattle of many colors, no one animal stands out. However, one Black Angus steer in a herd of Herefords gets the eye pronto.

Not Ostensibly Promotion, But . . .

AUSTIN PRINT WORKS Co., Akron, Ohio.
—Your interesting and attractive booklet,
"Tell Bill," functions in several respects, all
worth-while. In the first place, announcing
the retirement of William Henning, longtime plant superintendent ("SUPER-intend-



We could not endorse a statement or observation amounting to a rule for practice more wholeheartedly than the one of unknown origin that we've remembered for many, many years. In effect it is that the acid test of a poster is the extent it may be reduced and yet remain clearly readable and impressive design-wise. We would go further and endorse application of the idea to much printing besides posters. Reproduction of the poster shown above, advertising great graphic arts show to open soon in Germany, is from original of approximately 17x23 inches and it is obvious that reduction could be even greater. Styling is of power-house modern geometric sort having long-range visibility, a prime requirement in posters, placards, and such. Original is offset-printed in black and red-orange on white

planning Es printing

Cover of brochure by and for Canfield & Tack, Rochester, New York, promoting fine publicity printing for which the company is deservedly well known. On original, the screened section above black band is a pleasing yellow, used also for ampersand. Portfolio under the arm of the figure is orange and both thick rules beneath sketch and the panel back of the word "printing" are blue. Our reproduction, it will be seen, is of design (layout) only, no adequate representation. Inner front cover and back inside page carry decidedly influential promotion, effectively and attractively presented, copy of the former incidentally listing prominent concerns served for long periods up to 30 years and, of the latter, paper houses and other suppliers of Canfield & Tack for equally long periods. Consider now the company label at the right

sort favored for advertising. Generally speaking, it is desirably informal and lively with larger and bolder types and lettering than is usual or necessary; it has considerable punch and hits hard. Our adverse criticism mainly concerns the hand-lettering. Since you operate a small shop and offer offset along with letterpress, the former produced on one of the small offset presses, we can readily see how a talent for hand-lettering may be capitalized upon through the low plate cost characteristic of the planograph method. The printer requires a lesser consideration and has fewer limitations as

we consistently advocate the use of types, with which the printer gets the benefit of the best lettering. In a situation like yours, the idea suggested by your work is that when you wish to use lettering instead of type for a line or two, you should consider the type to appear with it and do the lettering in harmony, not necessarily to match. On occasions when it is suitable, you might effect a sound contrast, which is by no means a willy-nilly difference. Apropos of this, an extracondensed letter form may be used with one of normal shape when the former is so much larger that the difference in shape

ent" as you print it), there is the angle of news. Drawing attention to Mr. Henning's penchant for making good on delivery dates and helping other members of the staff over rough spots, and painting him as "quite a guy," represents worth-while public relations. Since service, openly proclaimed or subtly suggested, is emphasized all throughout the text, the piece amounts to effective house advertising, even though the intent was to honor the man, widely known by the printing buyers he has served for 34 years. There's a full-page halftone portrait of Mr. Henning on the first left-hand page, with

the title, "Tell Bill," in big type and underscored with a 6-point rule, both in red, near the top and the fold of the next page over the text. There's also a smaller halftone of Fred L. Brown, Bill's successor, on the next to last inside page, with the line "Tell Fred," near the bottom of the one facing, handled just like "Tell Bill" at the start. Physically, the booklet is of a very good size for the purpose, 5x7 inches. The fine quality white paper of both the cover and the inside pages will appeal to folk far afield of the graphic arts. The heavy cover has a 1/8-inch strip dyed red along a deckled edge, happily at the front rather than along the bottom of it. There's a difference in the effect where it appears. The title is printed in red to match, as is the 6-point rule below, which reaches to the front edge of the sheet, whereas the title in a good size of Bodoni Bold is at a nice distance to the left. The spotting of this type and rule well below the center presents a fresh look because most such display is customarily placed near the top. With type not great big, the vertical balance is not upset and does not nullify the benefits



Another axiomatic observation worthy of being remembered and put into practice as that which the Drupa poster on preceding page brings to mind is suggested by the large package label shown above. Ernest Elmo Calkins, pioneer advertising agent, once wrote that if the heading and text of an advertisement attracted and sufficiently influenced its readers, the advertiser's name, though in but 6-point type, would be impressive. Playing up something of interest to viewers of the label, is the "you" approach. Canfield & Tack didn't gamble holding name down, rather the contrary. Original is in red and black on yellow, desirable showmanship in itself. Note key feature applied to letterhead on right

of the informal position. Our sole adverse criticism is that the presswork, especially on the text, seems too gray. Since the type of the text is not tight (in fact, it's beautifully spaced), not set solid, we're sure a less delicate form of letter, carrying more ink, would have been better. With the paper both rough and hard, the "sock" of letterpress would be an advantage as far as type is concerned, if not to the benefit of halftones.

Brochure Glamorizes Province

R. S. Evans, Queen's Printer, Winnipeg, Canada.—Your "Manitoba, Land of Vacation Contrasts" inspires exciting interest, both incidental to and in keeping with major considerations in the conduct of this department, its graphic production. In your letter you refer to the piece as a "booklet." Precisely, the term denotes "little book," but with its 9½ x9-inch page size and its thick-



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TELEPHONE KE 4-2747



TELEPHONE, LOCUST 2-7689 CANFIELD & TACK, INC. 192 MILL ST., ROCHESTER 14, N. Y.



three-fifty adelaide street west, toronto 2b.

telephone empire 6-0755



Hotpoint Inc.

S600 W. TAYLOR STREET. CHICAGO 44. ILLINOIS

- A GENERAL ELECTRIC AFFILIATE

Initials of members of firm provide medium for color, also a device for instant recognition when it becomes known and is repeated on different forms. Top design was done by John Guy, Durban, South Africa. He used deep wine red color. Pannebaker's demonstrates that larger than customary type on a letterhead isn't objectionable when copy is limited. Type is characterful and not bold—and uses the power of a small spot of color to avoid flat effects. Initials are also emphasized in next design awarded spot in 1957 National Art Directors exhibition. While admitting its interest-arousing qualities, we consider the initials over-emphasized in relation to essential copy. If the five lines of type were larger, the ensemble's effect wouldn't be weakened or any of its character lost. Featured panel on next letterhead—and label in first column—dominates all stationery of Canfield & Tack. In black and a brilliant, rather deep cool red, the Kern design packs real power, not objectionably. Again, as in third heading, type on left is too small, not only proportionately but for quick, easy reading. Reverse panel with big red "K" is matching element in all firm's stationery. In the final design—from sample portfolio of Parsons Paper Co.—the name is as it appears in all company advertising, demonstrates belief in idea of repetition



Curiosity aroused by a heading may get reader into advertisement, but in our opinion, nothing so surely does as an offer appealing strongly to his self-interest. Layout of this typographer's blotter and novelty of "fist" cuts may help "advice" over hurdle, despite the block of text being printed against exceptionally brilliant red

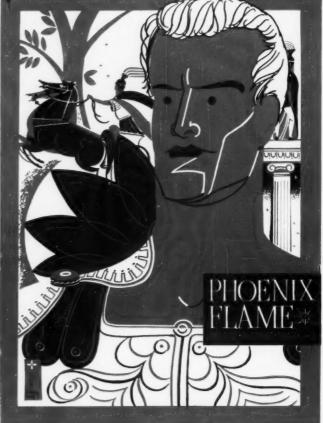
ness, despite its heavy paper cover, the piece can not be reconciled in our mind. While many booklets involving the best of printing are turned out, one can't escape the connotation of unimportance or of cheapness which the term suggests. Our favorite term for designating the beautiful and expensive, colorful, elaborate larger items of the sort has been brochure. This thought drove us to the "Century Senior Dictionary" in which we find "brochure" defined with one word -"pamphlet," which we find further along means a "booklet in paper covers." Some psychologist once wrote that continued repetitions of an untruth brought the liar to believe it truth; but no liar by intent and

until we can investigate further, we're going to regard big, deluxe booklets or pamphlets as brochures. Most persons generally regard the term as meaning something fine. The second exciting thought your brochure stimulates is that no expense was avoided, yet no penny was wasted in terms of potential results of getting folks interested in Manitoba. The impressive item is replete with illustrations, which are major and vital features of such brochures; they're interestingly arranged on the pages, not within conventional margins but bleeding off one side or more, thus making for a livelier effect and permitting bigger pictures. Comparatively few of them are in black only from photo-

graphs, but most of them are in full color, reproduced from Kodachromes and water color paintings. The variety creates a feeling of life and one style accents the others. Big, half-circle die-cut extension tabs on the right side of some leaves mark sections and areas of interest. The front cover and several of the inside leaves offer decidedly worthwhile ideas for all. There is an in-fold of the front cover, half the width of the regular pages, which provides space for the minister's welcome on the right of the front design when it is spread out. There are several leaves of two-page width, folded from twice the regular page width; each provides two double-page spreads. Now contemplate these spreads just about filled with full-color illustrations, and you realize that here is something far above the ordinary and the regular. We note that while the photographs, art work, color transparencies, and layout are by the Department of Commerce and Industry, the excellent offset printing was accomplished by Bulman Brothers, an organization we have known for many years as fine printers. All in all, your "Manitoba, Land of Vacation Contrasts" is a model accomplishment. The Province of Manitoba letterhead is likewise top-grade. It is interesting to note that the major features of the design, incorporating the name of the province, its great seal, and an illustration of the capital are lithographed in large quantities and then are imprinted by letterpress as required with the name and address of a particular government division. Ink of the letterpress imprint



Rodin's famous statue, "The Thinker," has long been used for adding point and punch to advertising. Booklet cover by Ayer & Streb, Rochester, exemplifies our own sound axiom, "Make it big and keep it simple." Original's color is man's blue



Cover from finest company magazine, particularly as to visual qualities, reaching reviewer's desk. Colors on original are a rose of medium tone and black, made purplish where it overprints. Contemplate spread from same issue at the right

matches the lithographed printing so well that the difference is not noticeable. We like to see a government giving notice to the quality and appeal of its printing, not only because it sets a good example, but because it pays handsomely in items of this kind.

Cards Sparked by Calligraphy

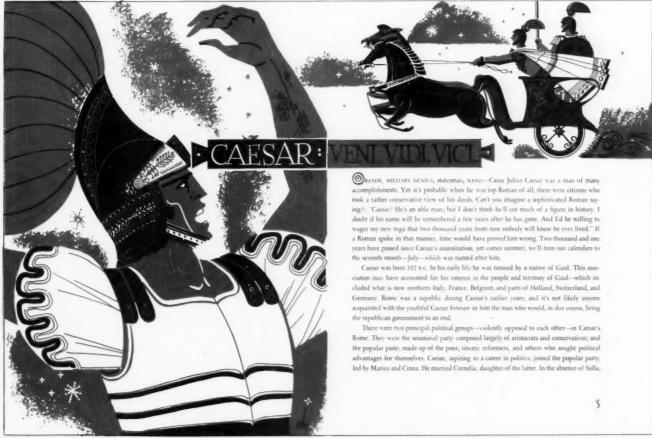
EGDON H. MARGO, Sherman Oaks, Calif. The business and professional cards you sent us justify attention for more reasons than one. Printers who would keep the pace style- and quality-wise should contemplate the potentialities of calligraphy in giving more of their work a character and a distinction unlike anything else. The uninitiated consider it hand-lettering, but any calligrapher will insist that his work is not that but writing. One stroke of the flat reed for each element of a letter is all that's ethically legal. There is no touching up here and there. Due to the quick manner of production. calligraphy is more free and graceful and must not be precise except in respect to sureness of line and direction. So much depends on the pen that less native skill and training are required to accomplish calligraphy than lettering of equal merit. Your calligraphic writing is of the best, and when combined with type in your cards-the latter for unimportant copy when the much larger name is done calligraphically-demonstrates the opportunity afforded for effects different from anything else. It seems that since we last saw your work there has been a change. You show less use of Copperplate Gothic (all caps) for such minor copy. Even in very



Striking cover is from 11x8½-inch brochure printed in black and deep red-brown. Much Quebec printing, especially government, is required to be done in both English and French, text reading from front and back to center

small sizes, the Copperplate, which is anything but graceful, seems to clash with the thicks and thins and free movement of average calligraphic writings. The Lydian type, basically calligraphic, combines beautifully with the writing. Another point about your cards which we endorse is that they are

seldom printed in black. With type of adequate size, the gray for which you seem to have a penchant does very well indeed. We wind up without telling you much, but telling other readers a lot they can make profitable use of; namely, using calligraphy and avoiding black ink wherever possible.



Each issue in a series of "Phoenix Flame" has a theme. That of the series of which the spread above is representative features an article on a famed character. Sharing honors for making the magazine of Chicago's Phoenix Metal Cap Co. great are Harry J. Higdon, long discriminating editor; Dale Nichols, artist; and Hillison & Etten, offset craftsmanship of which is of the highest order. We marvel at the dense black achieved on rough paper, when but a few years ago such a black was impossible



The Inland Printer maintains a Book Department and copies of the Book List may be obtained by writing the magazine, 79 West Monroe St., Chicago 3, Ill. When so noted, books reviewed here may be obtained by sending money order or check with order. Price includes 35¢ handling charge

Executive's Publicity Manual

Edited by DENNY GRISWOLD (Public Relations News, 815 Park Ave., New York 21. \$2 for one, \$1.50 each for two to five, \$1 each for 6 to 25).

Publicity that is ethically produced for the purpose of telling people what they want to know is one of the principles expressed in this booklet. In addition to principles of good publicity, information is given on press relations, conducting a successful open house, layoffs and goodwill, public speaking, celebrating anniversaries, and other areas requiring public relations techniques. Examples taken from actual publicity campaigns are given.

William Bulmer and the Shakspeare Press

By C. H. TIMPERLEY (Syracuse University Press, University Station, Syracuse 10, N.Y. \$2.50).

C. H. Timperley's biography of William Bulmer, English printer and typographer, first appeared in the Dictionary of Printers and Printing in London in 1839. He describes some of the fine work that Bulmer produced at his Shakspeare press, including Poems of Goldsmith and Parnell and many others.

Laurance B. Siegfried, chairman of the graphic arts department of the School of Journalism at Syracuse University, has written an introduction on the Bulmer-Martin types. An illustrated comparison between Caslon, Bulmer and Bodoni faces is quite enlightening.

Partly to celebrate this year's Printing Week, to commemorate the 200th anniversary of Bulmer's birth, and to show the fine work that the Syracuse University Press can produce, this little volume was issued. It is illustrated by two-color engravings by John DePol, is set in Bulmer type faces imported from England, and may well be considered a book for book collectors.

Romance of Writing

By KEITH GORDON IRWIN (Viking Press, 625 Madison Ave., New York 22. \$3.75).

Egyptian hieroglyphics to modern letters, numbers, and signs are the range for this work. Simple pen and ink drawings show the developing alphabets that have appeared through history, and illustrate ancient scribes, writing tools, and symbols. The origins of paper, the development of printing and other related material are discussed.

Selected Sources of Information For Graphic Arts Management

Prepared by VICTOR STRAUSS (THE IN-LAND PRINTER Book Department. \$2.85).

With the idea of stimulating executives in the graphic arts to make greater use of existing management literature, Printing Industry of America, Inc., has published this booklet. Information includes a list of business libraries; a section of selected reference works and other sources of information with descriptive material for each for such areas of management as sales, production, and personnel; an index listing of graphic arts references; a list of management organizations, and a list of periodicals.

Printing and Allied Graphic Arts

By C. W. HAGUE (THE INLAND PRINT-ER Book Department. \$4.30).

This textbook is geared for the printing student applying his knowledge on equipment generally available in the average trade school of today. The section on

IP on Microfilm

Libraries and printing plants that are desirous of retaining and filing the contents of back issues of The Inland Printer for 1958, or for any previous year, on microfilm may contact University Microfilms, Ann Arbor, Mich. The company is photographing page by page, the contents of The Inland Printer and making them available to libraries and plants that do not have storage space for large numbers of magazines. The cost of a microfilm volume is comparatively little, about equal to the cost of binding a year's volume, the company reports.

elementary printing by letterpress covers type and composing equipment, setting type, proofing and proofreading, imposing and locking forms for the press, operation of the platen press and other topics. Advanced letterpress work includes display types, design, printing the school newspaper, etc.

Screen process, planography and intaglio printing are discussed with other means. Additional sections cover bindery processes and historical and technical information on inks and paper. Illustrations are used throughout.

Rendering Techniques For Commercial and Advertising Art

By CHARLES R. KINGHAN (Reinhold Publishing Corp., 430 Park Ave., New York 22. \$15).

Rendering for the illustrator is covered from the essential tools through the strokes of the pencil, charcoal, or other implements, perspective with short-cut tricks, making key drawings, and comprehensives. Advice to the artist in getting along with his art director is offered. There are both black-and-white and fullcolor illustrations.

Newspaper Presses

(American Newspaper Publishers Association Research Institute, 140 S. Dearborn St., Chicago 3. \$8.50 to trade, research, and educational organizations not eligible for ANPA membership.)

American Newspaper Publishers Association Research Institute produced this book on the "general principles common to newspaper press design and operation." The work is based on the analysis of press operations and was begun in 1953 with material on three press installations. Its approach is to help management and labor by offering technical knowledge of value to each group and more general facts of interest to both.

General headings under which information is presented include "Press Drive System," "The Printing Couple," "Webbing and Web Control," "Folder and Delivery," and "Positioning of Plates." Diagrams, a glossary, and an outline of operating procedures add to the clarity of the subject covered.

Individuals may obtain copies through publishers affiliated with the American Newspaper Publishers Association.

Suite of Fleurons

By JOHN RYDER (Charles T. Branford Co., P.O. Box 41, Newton Centre 59, Mass. \$3).

"Or a Preliminary Enquiry into the history & combinable natures of certain printers' flowers conducted by John Ryder" completes the title of this little book printed in Great Britain. Vine leaves, a variety of arabesques, and other shapes provide decorations and illustrate the subject matter.

Massachusetts Franklin Club Gets Bronze Medal

The International Benjamin Franklin Society bronze medal honoring last year's most outstanding Junior Benjamin Franklin Society Chapter in the United States and Canada was awarded to the Benjamin Franklin Club, Chapter 69, Gloucester, Mass.

Another bronze medal goes each year to the most outstanding chapter sponsored by a member of the Printing Teachers Guild of New York City. Winner of this award was Chapter 57 at Junior High School No. 52 in the Bronx section of New York.

Awards based on reports of year-long activities were announced during Printing Education Week.

Harvel R. Vail of Gloucester Vocational School is faculty sponsor of Chapter 69, which awarded a \$450 scholarship to one of its members in the school senior class for furthering his printing education. A similar scholarship will be awarded in June. The chapter gives at least \$75 each year to the High School Assembly Fund and makes many other donations. The members print and sell programs for all home football games. Within two weeks last September eight of the members working after school solicited enough ads to fill the program. Chapter funds will pay expenses of member tours of three printing plants and a paper mill.

Under the guidance of their faculty sponsor, Albert Loew, members of Chapter 57 printed last year a "Benjamin Franklin, Printer" brochure, a treatise on printing and its relation to school social studies, a reproduction of Lincoln's Gettysburg Address, and various other materials for the interest and use of students in Junior High School No. 52. They held regular meetings and collected funds for a wreath which, on the first day of Printing Week, was laid at the foot of the Benjamin Franklin statue in New York's old-time Printing Square.

Printing Management Scholarships Offered by St. Louis Press

A scholarship for worthy students interested in learning printing management at Rochester Institute of Technology in Rochester, N.Y., or Carnegie Institute of Technology in Pittsburgh is being offered by Von Hoffmann Press of St. Louis.

Qualified graduates selected for the Von Hoffmann scholarships will be considered for jobs with the Von Hoffmann Press either in St. Louis or in the Jefferson City, Mo., plant. The scholarships amount to as much as \$1,000 a year, depending on the student's financial status.

George Von Hoffmann, chairman of the board, said the need for trained men in the graphic arts industry was never greater.

The Inland Printer's Business Card Contest Closes March 31

Here Are the Rules

- Design is for two-color business card. Use only the copy printed below.
- 2. Size of card is to be 33/4x21/8 inches.
- Use any type faces, type ornaments, tint blocks, or rules but no special art or cuts.
- Use not more than two colors of ink on white stock. No embossing permitted.
- Submit 6 proofs in actual colors as your finished card.
 Submit 6 black-and-white reproduction proofs of EACH color form for IP's use later.
- Write your name and address on the back of only ONE of the finished cards.
- On separate sheet of paper give name and size of type used, name and size of ornaments and rules, any other pertinent information. Be sure your name and address are on this sheet.
- Mail your entry flat, NOT folded or rolled, to Business Card Contest Editor THE INLAND PRINTER
 79 West Monroe Street Chicago 3, Illinois
- 9. Contest Deadline: MARCH 31, 1958.

Here Is the Copy

The Iberian Press
Specializing in Distinctive Printing
79 West Monroe Street
Chicago 3, Illinois
Telephone (or Phone): RAndolph 6-2802

These Are the Prizes

												te		T	h	n	1,	1	a	23	d	1	P	rinter
Fourth Prize									T	h	re	96	-	Y	e	a	r	5	U	b	S	CI	ri	ption
Third Prize .																								
Second Prize			,				*						×				×							. \$20
First Prize		,													*							*		. \$25

Six Honorable Mention Prizes of One-Year subscriptions to The Inland Printer

CONTEST DEADLINE: MARCH 31, 1958

THE PRESSROOM

By George M. Halpern

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

Life of Your Press Depends Upon Good Lubrication

- Many printing plants use antiquated methods for lubricating presses
- Hand oiling not considered as satisfactory as mechanical method
- Here are 14 steps your pressmen can follow in lubricating machinery

The increased demands of mechanization during World War II led to vast improvements in lubricating systems used by those industries directly connected with the war effort, particularly the transportation field. Some of the inventions and systems developed by these industries have been applied to other fields. Two such methods have been adopted by manufacturers of printing presses. They are automatic lubricating systems and permanently sealed, self-lubricating ball bearings.

These latest developments in improving lubrication have been, in large measure, confined to methods and techniques of lubricating bearings. Printing presses, however, do contain many other moving parts such as gears, ratchets, shafts, cams, levers, rollers, etc., which must also be lubricated. Thus, on any printing press may be found many units which have the latest modern lubricating systems, and others have primitive hand lubrication.

Two Basic Lubricating Methods

There are two basic methods of applying lubrication. One is by hand, the other is mechanical. The earliest and most primitive method, and one which studies show gives the poorest result in regard to lubrication is hand oiling. This type of lubrication is often referred to as intermittent lubrication because there is a profuse supply of the lubricant on the surfaces at the time of application which gradually wears off until the part being oiled becomes quite dry before the next application. Such oiling usually occurs at irregular intervals, so that the part being lubricated is alternately flooded and then dry.

Proper press lubrication is aimed at preventing this drying. Those parts, there-

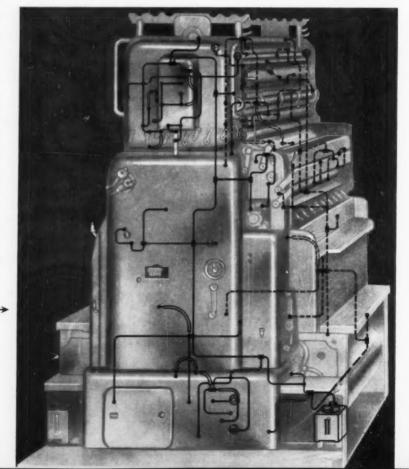
fore, which are hand-oiled with a clean clear high grade mineral oil (see THE INLAND PRINTER for December 1957, page 76) should be oiled twice during each shift, the first time at the beginning of the shift, and the second time after the pressman's lunch hour. This means that in those plants with only one shift, these parts should be oiled a minimum of twice

Hand lubrication is also used in the application of grease. Grease is a heavier-bodied lubricant than oil and does not dry out as rapidly. The parts of the press which are hand-greased need lubrication approximately once every 40-45 hours of press running time. For plants with only

one shift, this type of lubrication takes place only once each week.

Pad lubrication was an advance in lubricating systems. It was an attempt to get away from the problems created by intermittent lubrication. A pad saturated with oil tended to supply a more continuous lubrication to the press part. To prevent intermittent lubrication, the pressman must see to it that the pad is never allowed to dry out. The oiling of pads, therefore, is still a hand lubrication operation. Pads that require oiling should be oiled a minimum of once each shift, preferably at the beginning of the shift.

Siphon wick-feed or drop-oilers were developed to supply oil to moving parts in small amounts at frequent intervals. This was done to assure a constant oil film on the moving parts. Those parts of the press which are lubricated by this means generally have a transparent oil container located at a point of easy accessibility on



Practically all presses on the market today have automatic lubrication systems similar to the one shown at right. Hand oiling is necessary only on older presses.—Photo courtesy the Miehle Co. the press. The pressman can determine at a glance whether or not the container needs refilling. This check should be part of the regular lubrication operation performed at the beginning of each shift or a minimum of once daily. Filling the oil container is also a hand operation. However, the flow of oil to the moving parts is regulated by a knurled screw.

Bath lubrication furnishes the best results for cutting friction between moving parts. It is usually used where parts supporting great weights are required to be in motion, such as bed rollers and tracks. It is the pressman's responsibility to maintain the oil bath at a fairly constant level. He should never flood the tracks so that oil spills over because this would create slippery conditions surrounding the press. Likewise, he should never permit the tracks to be void of oil because the bed rollers would then become flattened. This would lead to distorted press motion and cause many printing difficulties such as slurs, misregister and poor distribution of

An adequate oil supply in the tracks would generally suffice for between 40-45 hours of press operation. This means that in plants operating on a single shift, the pressman needs to check the oil level of the bed tracks a minimum of once each week. Pouring the oil into the tracks is a hand operation.

Lubricating Automatically

The second method of lubrication is *mechanical lubrication*. Many printing press manufacturers refer to this as automatic lubrication. In this system, quantities of lubricant are fed under controlled pressures to areas requiring oiling. Such a system is generally used to oil the main bearings of the press. Oil is stored in a reservoir. A pump forces oil under pressure through tubings to the main bearings of the press.

A variation of this system consists of a pump which forces oil under pressure through tubes to metered fittings known as drip plugs. The drip plugs feed the oil to the bearings in accordance with the requirement of each bearing. The oil pump measures the amount of oil in the system as against system requirements, and then adds the difference to maintain a constant oil flow.

The two major items of responsibility that the pressman has when working with a press that has an automatic lubricating system are maintaining the oil level in the reservoir, and checking the oil pressure gauge to determine that it is operating properly. The correct readings for these gauges are determined by the press manufacturer, and such information is provided in the press manual. Automatic lubricating systems should be checked a minimum of twice each shift, and the oil reservoir refilled with the proper grade of oil whenever necessary.

Lubrication Frequency

Minimum Twice Daily

Bearings of Delivery Feed Roll Shaft **Shaft Bearings** Inker Vibrator Rollers Silent Chain Drive Main Cam Main Shaft Bearings Roller Sockets Cylinder Bearings **Upper Crosshead Guides** Lower Crosshead Guides Crosshead Slide Block **Shaft Bearings** Journals and Journal Bearings Vibrator Gear Bearings Type Bed Gibs Flywheel Shaft Bearings

Minimum Once Daily

Trip Levers and Pedals
Drop Guide Bar and Lift
Delivery Tape Drive Mechanism
Stripper Finger Bar and
Lift Mechanism
Feeder Mechanism
Feed Carriage Mechanism
Feeder Ratchet
Delivery Ratchet
Tumbler Pins

Minimum Twice Weekly All Motors

Cam Levers and Rollers

All Open Tubing

Minimum Once Weekly

Valve Plungers
Gear Teeth (Vertical Drive
Shaft, Feeder Drive, etc.)
Plunger Leathers

Twice Yearly Motor Bearings

Precautions in Lubrication

- 1. Never, under any circumstances, try to lubricate the press while it is in operation or while any of the press parts are in motion.
- 2. When press is idle, close off drip-feed systems so that parts will not be flooded, and excess oil will not accumulate in areas where it is not required. This is particularly true of the drip-feed system which lubricates the vanes of the blower because oil settling in the air receiver tank may be blown out through the blast hose

and fall on the edges of the stock in the feeder.

- 3. On presses utilizing automatic lubricating systems, start the press and then hold down the "instant feed button" until the bearings are covered with oil. Be sure that the oil pump reservoir is filled with oil before starting.
- 4. On those automatic lubricating systems which have filters at the pump inlet to protect the system from grit and dirt, check the condition of the filters at least once each week, and change them when it becomes necessary.
- 5. Give all grease cups, wherever located, a quarter-turn clockwise at least twice each week to force the grease out.

Use Clean, Clear Oil

6. In refilling oil cups, reservoirs, or containers, or in applying oil for lubrication, use only clear, clean oil. Frequent changes of oil are necessary on moving parts because dirt particles find their way into the oil. This causes abrasion when the moving parts strike these particles of dirt. The oil becomes black on account of metal particles. Heating takes place, and the oil blackens further due to charring.

7. Never use machine oil for lubricating plunger cups. Plunger leathers should have neat's-foot oil rubbed into them. An additional amount should be placed into the cup by hand. Lubricating of plunger apparatus should be done before shutting down the press for the day, so that the oil may soak overnight.

8. Ball-bearing motors should be examined twice a year to determine if motor bearings are sufficiently greased. This is not necessary for permanently sealed units. On the nonsealed units, bearing caps should be removed, and bearings, housings, and housing caps thoroughly cleaned with carbon tetrachloride. Care should be exercised to remove grease and cleaner from windings; otherwise insulation may be damaged. Apply clean grease by hand over and between the balls. Never force grease into the bearing assembly.

Cleaning Oil Tubes

9. Check all oil tubes to make sure they are not clogged. Since it is not always possible to follow the oil path to the part being lubricated, the oil tubes should be cleaned at least once per month. This may be done by squirting a 50-50 mixture of kerosene and light oil into the tube.

10. Motor commutators should be kept free and clean of foreign matter. Commutators and brushes should be inspected once per week. No harsh abrasives should be used to clean the commutator. Worn brushes should be replaced only by duplicates in size. Brush and commutator conditions can be detected by unusual sparking of motor.

11. Lubrication should begin when press is in front center position with cyl(Turn to page 112)

THE COMPOSING ROOM

By Alexander Lawson

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

An Attempt to End Type Classification Controversy

- Board on Printing Type Faces formed to create order out of chaos
- Here are resolutions adopted for approving type face designs
- Printers and type manufacturers derive mutual benefit from board

The effectiveness of a type face from the standpoint of its design alone has always been a controversial subject among printers, artists and advertisers. In addition to being judged for its effectiveness in a piece of printing, a new face is subject to a critical scrutiny on the grounds of what it looks like.

That the typefounders and composing machine manufacturers recognize this is evidenced by the methods used in promoting a new type. If the eventual user of the letter is not swayed by the three or four colors used in the introductory specimen, then he is told that here is something without which his composing room will be a dim place indeed. Of course, all this is perfectly sound sales technique, but still there are growls about having to buy another new type.

Gaudy Faces Go

In 1929, after several years of gaudy faces (remember Boul Mich, Broadway, Modernistic, etc.?) a group of typesetters decided to make a joint statement. This group, under the auspices of the Advertising Typographers Association of America organized the National Board on Printing Type Faces.

The National Board proposed to "analyze the practicability, the usefulness, and the potentialities" of types being prepared by manufacturers. A difficult task, this, and further beset by the problem of finding a solution to the situation.

However, the original board did meet quite frequently and produced lists of types which were approved for use, particularly in advertising. The board also sought to clarify the nomenclature of types and to prevent the production of faces which bore names similar to existing types but which were varied in their design.

The board became less active following 1935, principally because the manufacturers were paying little attention to its findings. It is not a simple matter for a

printer to make his competitor see eye-toeye with him about the effectiveness of design.

With the postwar reactivation of foundries (particularly the European firms), attention again became centered upon the need for such a group. The board was reformed. One of its first acts was to issue a resolution which stated its objectives. This resolution follows:

"WHEREAS, The National Board on Printing Type Faces was formed to recommend the suitability of type faces for advertisers, printers and book manufacturers. And whereas the purpose of the Board is to suggest and to approve type faces of proper design which are a credit to their manufacturers and to American typographic arts, believing that such a list of faces shall be a guide to buyers and users of type.

"Resolved, First, that this Board shall be available to all manufacturers of new type faces.

"Second, that the Board shall invite all manufacturers to submit their original designs to the Board for their critical and constructive recommendations before proceeding with the usual expensive steps of manufacture.

"Third, that the Board shall invite all manufacturers to submit type designs which are in production but which have not been finished or placed on the market for sale.

"Fourth, that the Board shall invite manufacturers to bring before them any questions of the desirability of a complete range of sizes and weights of designs to be produced and of type faces produced in limited form.

"Resolved, that all manufacturers of type should concur on families of type faces in order to avoid confusion of names and the manufacture of nearly similar designs with different names. That this should result in efficiency of manufacture and economy to all concerned.

"Resolved, that manufacturers of type faces should take advantage of the counsel of existing organizations and experts in their fields, and of new methods of sampling their designs, with the ultimate goal of producing only useful and desirable type families."

While most of the objectives in the resolution are an attempt to create order out of chaos, the resolution fails to be realistic about the most important factor. This is the fact that the production of

A 224-page "Fotosetter Type Faces" catalog has been produced by the Intertype Co., Brooklyn, N.Y.



printers' types is an extremely competitive business, particularly in the area of advertising types.

Producers Protect Themselves

Type manufacturers have their own procedures for determining the marketability of a particular type. Undoubtedly, they would not take kindly to a critique by any specialty group. In addition, the chance of letting information about a new design leak out to a competitor would be a hazard, in view of the difficulty of copyrighting type designs.

Printers are probably most responsible for many of the conditions about which they are critical. For example, if a type "rings a bell" as a foundry face, pressure is placed upon the machine companies to bring it out, with resulting confusion in name, number, or weight. The number of "Why don't you bring out a new type?" letters is at least as large as the number which ask, "Why did you give us still another?"

The National Board of Printing Type Faces can be extremely useful to both manufacturers and printers by acting as a sounding board for many of the problems confronting both groups.

However, we can not expect that new designs will be restricted any more than we can demand that all commercial designs remain static. The board can probably assist in resolving the conflicting terminology of type weight and (as mentioned in the resolution) the problems of similar designs with various names.

The publication of a list of "approved" types does not meet the needs of the printers unless they know the criteria by which types are selected or rejected. In 1949, for example, out of 191 types submitted by manufacturers, the board listed only 69 as "desirable for advertising."

On the list were a number of notable types. But it would be possible to nominate a reject for every accepted type. For example, Lutetia is listed, but Centaur is not. The Gothics are listed as "Gothic Family." Does that category include Spike Gothic and Novel Gothic?

Don't Overdo It

Individual preferences for types are legion. We all go through periods of falling in love with a particular face and tending to use it for every other job. Five years or so later we are horrified at our lack of taste. We then usually switch to another type face and again take all the freshness from it by using it too much.

It is the handling of type in a job that matters and not so much the face itself. We all know printers who can use a hackneyed face in such a way as to make it appear fresh and new. The type that is simply a bad letter will remain on the supplier's shelf. Like book publishers, the type founder is occasionally guilty of a

(Turn to page 112)



Mr. Brewington will answer questions on machine problems. Write him in care of The Inland Printer

Power-Activating Levers

Q.—Does the same source of power that activates the elevator-transfer lever also activate the spaceband lever?

A.—Yes, the two levers are moved to action by the elevator-transfer cam roll lever which rides the delivery and elevator-transfer cam. The elevator-transfer lever spring on its lower end is engaged to the elevator-transfer lever shaft by the elevator-transfer lever spring arm. The upper end, which is pivoted to the frame of the machine by the elevator-transfer lever spring hook through its counter action, keeps the elevator-transfer cam roll lever through its roller riding the face of the cam, which is one of the main cams of the machine.

Functions of Levers

Q.—When a machine goes through the normal routine or cycle of casting a slug from mats assembled for the purpose, what series of movements takes place by action of both the elevator-transfer lever and the spaceband lever?

A.—This series of movements takes the matrices and spacebands from the elevator jaws and places the matrices on the second elevator bar which then lifts them to the distributor box. The spacebands are taken from the first elevator jaws and transferred to the spaceband box.

Trouble With Jumping Mats

Q.—I have been having three troubles that I can not remedy: (1) The first matrix down into a line jumps out of the assembling elevator; sometimes matrices in the middle of a line jump also, but seldom. I have put in a new red fiber buffer, but it does not seem to stop the matrices from jumping out. I also put on a new star wheel. (2) Various capital letters do not respond to first touch. Cams are perfectly clean. (3) Spacebands fall ahead of the last letter of a word. They do this a great deal, and it's especially noticeable with the comma and double letters, as "Wil I."

A.—We suggest that you use gasoline in the assembler slide, and if the assembler slide brake spring appears weak, increase its stress. To prevent transpositions, raise the points of the chute spring a trifle. When a capital or other character does not respond promptly to touch of key, you should determine whether it is a mag-

azine or a keyboard cause. See first if the keyrod rises and falls; next find if the cam rotates. Examine the lugs of matrices to see if they are bright. Dull or dirty lugs indicate the need of cleaning. Possibly when the matrices are cleaned and the rollers roughened with coarse sandpaper, the responses will be more regular.

Automatic Cutout Repair

Q.—Where may I obtain parts for repairing the cutout on the Emerson Linotype motor?

A.—When a cutout is worn, usually the motor will not start when the switch is snapped on and it is necessary to start the motor by hand.

When the brass shoes become worn, there is no way they can be repaired because the parts of the cutout are not sold separately. It is necessary to purchase the complete cutout. If the shell has become worn, it cannot be satisfactorily repaired.

Sometimes when a motor is adjusted and a new pinion applied, the connections to the starting leads, which are the wires brought out from the phase windings on the underneath side of the pinion end cover bracket, and attached to the cutout or the starting mechanism, will become broken or detached. This will prevent the motor from starting automatically although it would not affect the proper running of the motor after it has once been started.

Should you find the leads are not broken or detached, it would be best to order another cutout and shell. By removing the parts you can easily tell whether they require replacing or not.

We do not have any literature or instructions on removing these parts but we do not believe that you will have any trouble in doing this.

It would be well to tag any wires which are removed so they will be properly connected again.

Grinding Side-Knives Correctly

Q.—How much can side knives be reground without being too low?

A.—Side knives should not be ground down more than $\frac{1}{16}$ inch from their original height of $\frac{7}{8}$ inch. If ground too low, the slugs have a tendency to jump, causing bumps on the bottom of the slugs. This results in much trouble encountered in makeup.



Isn't Sales Volume Enough Proof of Ability?

Q.—Why isn't volume, by itself, a good index to a salesman's know-how?

A.—The reason volume isn't the "beall" of the salesman's performance is that the volume might arise from causes other than the salesman's ability or efforts. An example, to cite one good volume producer, might be scarcity of product or marked lowness of price compared to competitive items. A salesman also could produce volume by working on a small group of friends which sooner or later would dry up, and not be due to any genuine effort or know-how in his selling ability.

Sales Volume, Profits, Expense

Q.—What basically determines merit in rating salesmen?

A.—There are three prime factors and these are supplemented by about a dozen other considerations. The three prime factors are volume of sales, profitable sales, and sales expense.

Conditioning and often altering the basic three values, for better or worse, are the following considerations: new customers secured, promotional gains, actual demonstration or pitch made, ground laid for future sales, monies collected, percentage of the sales to calls, off-duty calls, placating customers, servicing customers, making new contacts, selling the complete line, and social contacts for more business.

Economizing on Waiting Time

Q.—Has anybody worked out a method whereby call frequency is stepped up and time spent waiting stepped down?

A.—One must recognize that minimal waiting time is inescapable for salesmen,

*Mr. Sherman has had much experience as editor of several trade publications. He has also sold printing. His questions and answers are based on actual case histories of handling salesmen's problems. At present, he is a management and sales consultant with offices in New York City. He is available on a fee basis and may be contacted c/o The Inland Printer.

even when appointments have been made. However, a great deal of waiting time is often due to poor planning either by the men or the management. To eliminate this many companies require their salesmen to file daily information reports. These reports are transferred to permanent customer records, according to geographical location of customers and immediacy of order.

Details of who the buyer is, his wants, when best to see him, are required on the reports. At the proper call sequence the reports are returned to the salesmen for reference and use. Patently, this system steps up clerical work hours but also tends to step down salesmen's fumbling and wasted time.

Haphazard Selling Practices

Q.—Have we some telling example or case history of the waste involved, not only in waiting time due to poor planning, but in poor allocation of frequency of calls?

A.—A large plant made a spot check on the territory of one of its salesmen. It found that it cost the company \$18.70 for an average call, and that this particular salesman, working a certain area in which he made no sales, did so at an expense of \$131.

To illustrate specific waste: A dealer was visited at a total cost in traveling, waiting, etc., of \$18.70. The order obtained from the dealer was for \$18.20. One customer of the plant who averaged annual sales of around \$208 for some reason was not called on at all; whereas dealer, visited only once on impulse, gave the salesman an order worth \$1,850, pointing up the nature of many lost sales opportunities due to the misplacement of call frequency.

Another large plant found that the cost per call per salesman varied from \$1.61 to \$5.61. One salesman made 41 calls on a customer who placed orders valued at \$19,538 for one year. But it took the same salesman 82 calls for a customer buying \$17,044 for a year.

A tendency to take the line of least resistance was pointed up in many salesmen's selling habits. For example, 63 per cent of a salesman's annual volume was obtained in a salesman's home town where he made, it was found, from 25 to 30 calls a year on customers. However, other customers with equal potential for volume, but who were from 100 to 150 miles away from the salesman, were seen only six or seven times a year. The company was securing 51 per cent of its business from only one per cent of its customers!

Setting Up Call Frequencies

Q.—What axiom or rule should guide management in figuring call frequencies?

A.—The guiding rule should be that large customers, buying frequently and in volume, should be given more time, while small volume buyers should be given less time. It should also be emphasized, however, that ALL customers must be seen within their call frequencies in order to obtain the total volume of sales of which a territory is capable.

A colorful series of postcards is sent at frequent intervals to customers by Cecil H. Wrightson, Inc., Boston typographers and typesetters. It's a plea for finished samples which typesetters seldom see



UR people not only keep their minds on the job they are doing but they also put their hearts into it. Each and all take great pride in seeing a fine piece of printing grow out of their combined efforts. That is the reason we do appreciate receiving samples of the finished work. If you think of it, drop a sample to us in the mail. Thanks.

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THE PROOFROOM

By John Evans

Questions will be answered by mail if accompanied by a stamped envelope.

Answers will be kept confidential upon request.

New Periodical Published by Proofreaders

First to Final is the name of the newest periodical for proofreaders. Released at three-month intervals by the Proofreaders Club of New York, the first two issues were letterpress printed in an easy-to-read 8x11-inch, four-page format, punched for a three-ring binder. More pages and a monthly schedule are contemplated for the future.

The publication offers a variety of material, long and short, on proofreading and related subjects by old and new writers. It should be of great interest to working proofreaders and to those who aspire to enter the profession. Students and teachers of journalism and the graphic arts also should find the contents both educational and entertaining. One laudable project already launched is the establishment of a uniform method of syllabification or word-division for all American dictionaries. We hope you all live long enough to see it accomplished.

The editor, Fred Nesson, is head of the proofroom at Howard O. Bullard, Inc., New York typographers. Mr. Nesson is a graduate of the Boston Latin School and studied at Tufts College. He was elected the first president of the Proofreaders Club of New York at its organization in October 1955.

The club is composed entirely of union proofreader-members of New York Typographical Union No. 6 (ITU), known as the "Big Six." Members of the club may receive First to Final without charge. Copies are offered to nonmembers at ten cents each. The address of the club is 62 West 14th St., New York 11.

She Wants to Be Proofreader

Q.—I am a printer, a composing room foreman in a large shop. My daughter who is 20 has quit college after one year and wants to work as a proofreader. She is aware that some of our older women proofreaders who have been here a long time are getting up to \$3 an hour with practically as much overtime as they want; paychecks of more than \$200 a week.

I told my daughter that she could not hope to qualify for such work with less than five or ten years' varied experience, which is hard to get. Even if she could find a job as a beginner or copyholder (which we do not employ) she might have to work several years at \$40 to \$50 a week to learn the trade. What do you think?

A.—If your daughter wants to be a proofreader because she has the inborn aptitude and likes the work, not just the big pay, she probably would be a good one. But we think she ought to finish college first, if it is financially possible. Three years from now the demand for well-educated proofreaders will be greater than it is now. Older workers are dying and retiring in greater numbers than new ones are entering the field.

Three more years of concentrated study with emphasis on reading and writing, some part-time work at any kind of proof-reading she can get, and all she can learn about journalism and the graphic arts, will advance her far more toward highly paid professional proofreading than the same time spent working as an apprentice.

Pompon Is Not Pom-pom

Q.—I ran across the following in a mail-order catalog describing \$2 slippers: "Your very own initials in gold adds glamor to a pom-pom of genuine Ranch Mink." According to my dictionary, a pom-pom is a small machine cannon. Do you suppose they mean it?

A.—Of course not! How could they sell a machine cannon made of ranch mink for \$2? Especially if there is one on each slipper. You did not look far enough



in the dictionary. What the copywriter meant, and did not know how to spell, is pompon—an ornamental ball, as of silk or feathers, for women's clothes.

A French sailor might not care for that definition as he wears a red one on top of his hat. Anyhow, a writer who would construct a sentence such as the one you quote may be forgiven a little incidental misspelling. It is at least consistent.

International Standards Proposed For Proof Correction Symbols

The American Standards Association, which has a committee (Z39) in the field of library work and documentation, reports the establishment of a Subcommittee on Proof Correction Signs. This new committee is coöperating with the International Standards Organization, Committee TC46, in considering proof correction signs on an international basis.

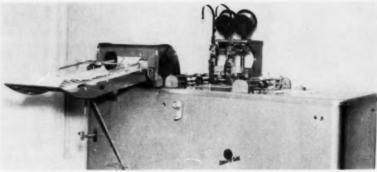
The first proposal of ISO, TC46, was by a Danish member. The Danish draft proposal differs considerably from any in use by the English-speaking countries. It is now suggested that the British Standard 1219 be used as a basis for an international recommendation. At present the ASA Z39 is reviewing the British standard in comparison with tables of symbols used in the United States with the idea of coordinating them. The committee has information which indicates that practice on the continent of Europe differs materially from that in Great Britain and America, and that the British and American practice is followed in most other parts of the world.

The British tables (Printers' and Authors' Proof Corrections, B.S. 1219, rev.) contain 64 definitive symbols, plus some explanatory text. The largest collection of American symbols ("Roundup of Editors' and Proofreaders' Marks," Mergenthaler Linotype Co.) contains 100 entries, some of which are alternatives or elaborations inserted for instructional purposes. There are two entries in the British tables—"underline" and "no ligature"—that do not appear in the American collection. There are 12 symbols of more or less common use in the American tables that do not appear in the British list.

It appears that all the symbols given in both these tables are in agreement and could be used by proofreaders, editors and printers of any nationality.

WHAT'S NEW?

IN EQUIPMENT AND SUPPLIES



Macey Stitch-A-Fold stitches booklets in flat-sheet form and automatically folds them at the stitch

Macey Introduces Stitch-A-Fold Automatic Booklet Binding Device

A new booklet binding machine called Stitch-A-Fold has been introduced by the Macey Co., a subsidiary of Harris-Intertype Corp. The device stitches booklets in flat-sheet form and then it automatically folds them at the stitch. According to the manufacturer, conventional saddle-bound booklets are first folded and then stitched in a separate operation.

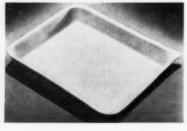
By combining the two operations of stitching and folding into one on a single

Fiberglass Developing Tray

A light-weight, heavy-duty, fiberglass developing tray has been developed by Litho Research, Inc. According to the manufacturer, the trays, called Kemlite, are unaffected by the usual photographic chemicals and cleaning acids, are chipproof and do not corrode. Kemlite trays are now available in 11x14-, 16x20-, and 20x24-inch sizes. The trays have a coral pink surface.

For information: Litho Research, Inc., 14339 36th St., N.E., Seattle 55, Wash.

Kemlite developing trays are made of fiberglass



machine, the Macey Co. claims that separate folding is eliminated on the production of four-page signatures. On 8-, 12-, and 16-page signatures the last fold is eliminated and no separate folding is needed on booklet covers.

The producer also claims that no finish trimming is necessary on booklets up to approximately 20 pages. The maximum capacity is 64-page booklets of average stock thickness.

The Stitch-A-Fold can be fed manually or can be connected to a collator for automatic feeding of signatures or flat sheets. According to Macey, the device can produce more than 3,000 64-page booklets per hour.

For information: Macey Co, 5350 W. 130th St., Cleveland 30.

No-Offset Flo-Mix Powder

A new Flo-Mix powder for no-offset units is said to reduce dust in pressrooms, insure less risk of fill-in, and give excellent results when used on difficult halftones, process work, carton printing, and high gloss inks. Known during field tests as No. 102 GP (General Purpose), the powder consists of fine and medium granule size nonabrasive vegetable starches mixed for maximum results on a wide variety of printed products, thus eliminating the need for printers to have more than one kind of powder on hand.

For information: American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N.J.

Predetermined Counter

A predetermined counter designed to operate at speeds up to 450 per minute has been developed by the Hobson Miller Machinery Corp. According to the manufacturer, the Tally 1,000 may be actuated by photoelectric control, microswitch, impact switch, flow meter, or any type of single-pole, single-throw switching unit.

The device provides a count of from 1 to 1,000 and the producer claims it has



Tally 1,000 predetermines count from 1 to 1,000

a minimum operating life of 100-million operations. The 10x12-inch, gray finished counter has a claimed reset time of 50 milligeronds

For information: Hobson Miller Machinery Corp., 280 Lafayette St., New York 12.

Hand Perforator-Punch

A combination hand-operated perforator-punch device is currently being produced by the F. P. Rosback Co. The unit is equipped with three round-hole punch heads capable of producing holes $\frac{1}{8}$ to $\frac{3}{2}$ of an inch in diameter with centers $\frac{3}{4}$ to 14 inches.

For information: F. P. Rosback Co., Benton Harbor, Mich.

Perforator-punch combination by F. P. Rosback





Swimsuit "Mermaid" by Rose Marie Reid-Setting by Botticelli

Venus Reborn

One glance tells you this is the swimsuit Venus might have worn had it been the fashion in her day. And a second look tells you that no woman in her right mind would *dream* of wearing last year's bathing suit after seeing this picture. Such is the power of *printed advertising!*

Wherever you find outstanding printed advertising—in magazines, booklets or folders—you are apt to find Oxford Papers. The best printers and lithographers know them well. Do you? If not, call your Oxford merchant or write our nearest office.







PRINTING PAPERS FOR BOOKS, MAGAZINES, COMMERCIAL PRINTING, BUSINESS FORMS AND PACKAGING

This insert is a sample of the offset results you can get on





PLANOFLEX is one of Oxford's three new coated offset papers. All rank high in brightness, opacity and appearance and have excellent dimensional stability. A new, exclusive coating formula gives them a level, polished surface with high pick-resistance for outstanding press results in monotone and full color.

PLANOFLEX is a moderately priced, coated-two-sides offset paper with printing qualities comparable to higher priced offset enamels. Planoflex was developed especially for quality offset reproduction of booklets, catalogs and other commercial printing in monotone and full color. It is suitable for varnish, lacquer and gloss inks.

SWIFT RIVER is a low priced, coated-two-sides offset sheet approaching Planoflex in printing qualities and appearance. It is recommended for full color and black and white offset lithography, and like Planoflex, is suitable for varnish, lacquer and gloss inks.

UNIFLEX C15 is a companion sheet to Planoflex in coated-one-side offset. It is equal to Planoflex in printing qualities and appearance. Uniflex was developed especially for the packaging field, for bottle, can and box labels, box liners, cigarette cups, display mountings, package wraps, window strips and other similar uses. Like Planoflex, it is suitable for varnish, lacquer and gloss inks.

TWO VALUABLE AIDS: (1) The OXFORD PAPER SELECTOR CHART helps you select the right grade of paper for each job. (2) The OXFORD PAPER COST CALCULATOR quickly gives the exact cost per 1000 sheets for common weights and sizes of printing papers. Ask your nearby Oxford Merchant or write us direct.

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OXFORD PAPER COMPANY

230 Park Avenue, New York 17 * 35 East Wacker Drive, Chicago 1

PRINTING PAPERS FOR BOOKS, MAGAZINES. COMMERCIAL PRINTING, BUSINESS FORMS AND PACKAGING

Harley Rotomatic Grinder Operates Automatically

The introduction of its Rotomatic Grinder has recently been announced by the Harley Co. Plates molded .005 inch thicker than required are mounted on the



Harley Rotomatic grinder is made in three sizes

cylinder of the grinder and, when the plates have been ground to the required thickness, the machine then shuts off automatically. The grinders are available in three sizes.

For information: The Harley Co., 8701 Third Ave., Brooklyn 9, N.Y.

Darkroom Processing Sink

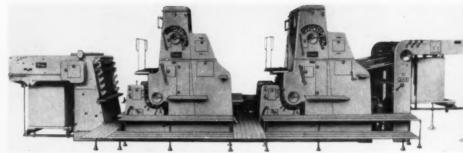
Kreonite, Inc. recently announced the development of a darkroom and laboratory processing sink. The sink is designed for developing process negatives up to 20x24 inches and is made of lightweight fiberglass. The sink, Model 2024, has a safelight that permits operators to inspect a negative while it is immersed in the developer. An additional device automatically dispenses any desired amount of developer into the developing tray at a desired temperature.

The sinks are available in a range of colors and are constructed from a onepiece mold.

For information: Kreonite, Inc., 1709 S. Hillside, Wichita 17, Kan.

Kreonite sink is made of lightweight fiberglass





Miehle No. 49 four-color offset press handles sheets up to 36x49% inches, operates at 6,500 iph

Two Four-Color Offset Presses by Miehle

The Miehle Co., a division of Miehle-Goss-Dexter, Inc., has announced the addition of two new four-color offset presses to its present line. These latest additions are the Miehle No. 41 and 49. The No. 41 will handle a maximum sheet of 30x 39 inches at a reported speed of 6,800 impressions per hour, and the 49 will handle a maximum sheet size of 36x495% inches at 6,500 iph.

The four colors are printed by dual units, two colors on each impression cylinder. A single drive shaft drives the two units and, according to the manufacturer, only four sets of grippers are needed to control the sheet from side register to the position necessary for printing the fourth color.

While adjusting for the final register, micrometer controls permit the plate cylinders to be moved circumferentially as well as across while the press is in operation. Miehle claims that it is possible to declutch the units, permitting simultaneous makeready.

Other features claimed by the producer are automatic lubrication of all main bearings, stream feed, separation of sheets in the feed pile by use of air, hairline register at all press speeds and uniform ink distribution.

For information: Miehle Co., 2011 W. Hastings St., Chicago 8.

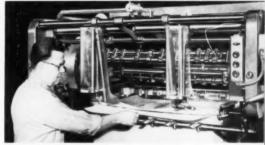
No-Offset Liquids

Ortman-McCain Co. has announced the development of a no-offset liquid that the company claims will eliminate pressroom smog. According to the manufacturer, an invisible film settles on the surface of the sheet after the liquid has been applied. The producer also claims the liquids are nonclogging, will not settle and need no thinning.

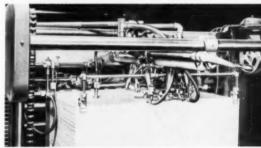
For information: Ortman-McCain Co., 1330 W. Washington Blvd., Chicago.

Retouching Pencil Pointer

The Tri Pointer is an instrument providing three points in clutch type lead holders used in retouching and continuous-tone negative correction. Made by Apsco Products, Inc., the Tri Pointer has a revolving turret head to provide a visual



Delivery on Miehle No. 41 four-color offset press



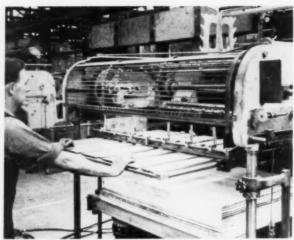
Feeder mechanism of Miehle No. 41 offset press

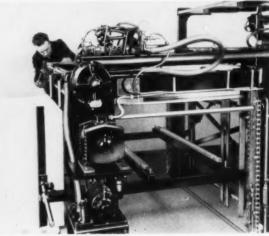
selection of a 4-, 7-, or 10-degree point. A center-mounted cleaning cup containing metallic hay removes excess graphite to keep the negative clean.

For information: Apsco Products, Inc., P.O. Box 840, Beverly Hills, Calif.

Tri Pointer for retouching, correcting negatives







ATF Mann-Offset boxboard press has maximum board size of 30%x43% inches; continuous delivery end is seen at left, preloading device pictured at right

ATF Introduces Mann-Offset Boxboard Press for Container Work

The Mann-Offset boxboard press, specifically designed for container work, has been introduced by the American Type Founders Co. The two-color press has a maximum board size of $301/2 \times 431/2$

Gathering, Stitching Unit

An automatic gathering and stitching machine for production of saddle-stitched booklets and magazines, is now being manufactured by the Macey Co., a subsidiary of Harris-Intertype Corp.

All stitcher heads, conveyors, opening heads and other units are built into the Macey gatherer as standard equipment. According to the manufacturer, setup time is about one minute per station. A six-station machine is standard, but any number of stations can be furnished.

Standard sheet size ranges from 4x6 inches to 13x17 inches. Signatures with or without lip can be fed. The standard stitcher has a $\frac{1}{4}$ -inch capacity for handling books up to $\frac{1}{2}$ inch thick. The standard six-station machine is approximately 16 feet long and occupies approximately 54 square feet of floor space. The pile height is $11\frac{1}{2}$ inches.

For information: Macey Co., 5350 W. 130th St., Cleveland 30.

inches and can handle board stock up to .032 inch in thickness.

Production on ice cream, butter, food and similar cartons ranges from 4,200 to 4,500 units per hour, depending on the quality of the stock, according to the producer.

Halftone reproduction on four-color work may be obtained on up to 133-line screen.

The press is equipped with a heavyduty preloader, continuous feeder, and

Solvent and Aqueous Coatings

Riegel Paper Corp. has announced that new coating facilities make possible the application of solvent and aqueous coatings to paperboard stock up to 25-point thickness. Such coatings have been available only for lighter weight stocks. New coated boards include heatseal mounts for phototransparencies, jar closure liners, protective surfacing for decorative cover stocks, and for plastic film casting. According to Riegel, coatings are available for providing heatseal or release from tacky materials as well as resistance to moisture-vapor, grease, abrasion, soil or dirt.

For information: Riegel Paper Corp., 260 Madison Ave., New York 16.

continuous delivery. On presses used exclusively for card stock from .020 to .032 inch, forwarding cams and tape roller speed is increased.

For information: The American Type Founders, Inc., 200 Elmora, Elizabeth, N. I.

Masterlith Offset Accessories

Two accessories for the Masterlith Offset machine have been announced by Photostat Corp. One is a split-fountain unit which is interchangeable with the standard inking unit. According to the manufacturer, direct-image paper plates, photographic acetate, or metal plates may be used with the unit.

A Dual-Feed accessory kit which, according to the producer, can double post card, envelope or tabulator card output has also been made available for use on the Masterlith. The unit will accommo-



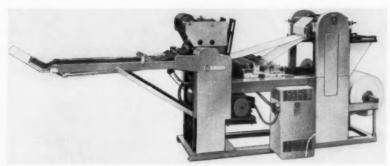
Split-fountain unit for Masterlith offset machine

date from 3x5-inch cards up to 4x15-inch sheets. Its most frequent use is to run two tabulator cards at one time. The company claims that with the Dual-Feed, runs of 14,000 cards or envelopes can be made in one hour.

For information: The Photostat Corp., Rochester 3, N.Y.

Six-station automatic Macey saddle-gathering machine will accept sheets ranging from 4x6 to 13x17





Nygren-Dahly Multiplex flexographic press with a two-up cutting head is available in 14x18-inch size

Nygren-Dahly Multiplex Flexographic Press

A flexographic press to be known as the Multiplex Printer-Sheeter has been developed by the Nygren-Dahly Co. The press is available in 14x18-inch capacity and is adjustable for variable length cutoffs and print repeats from 4 to 18 inches. The machine also has a two-up cutting head

The Multiplex is available with a single color section and up to three colors may be added. According to the manufacturer, the printing sections are interchangeable. Up to three sections can be used on the press to allow printing two colors on one

side and one color on the reverse side. The operating speed of the N-D Multiplex Printer-Sheeter is approximately 20,000 sheets per hour.

Additional attachments are available to equip the press for punching, perforating, slitting and numbering.

For information: Nygren-Dahly Co., 1422 Altgeld St., Chicago 14.



A large 30x40-inch light table has recently been introduced by nuArc Co. The table has all-metal construction and is finished in silver hammerloid baked enamel. The table also has machined steel straight edges.

The LT-42 table is 36 inches high, has a 30x40-inch glass area. The table is also equipped with two shelves suitable as a storage place.

For information: nuArc Co., Inc., 824 S. Western Ave., Chicago 12.



Model H truck has a 24-volt electrical system

Electric Fork Truck

An electric fork truck developed for medium- and heavy-duty operation has been added to the line of materials handling devices of Lewis-Shepard Products.

Called the L-S model H, the truck features a 24-volt electrical system and is a rider-type truck driven from a sitting position. According to the manufacturer, the turning radius of the truck is 561/4 inches and it will stack goods in aisles as narrow as 91/4 feet wide with a 48-inch long load.

The model H has three speeds in both forward and reverse and is available in 1,000-, 1,500-, 2,000-, or 2,500-pound capacities.

For information: Lewis-Shepard Products, Inc., 125 Walnut St., Watertown 72, Mass.



Light table by nuArc is of all-metal construction

One-Solution Solvent

The Dan Ryan Solvent Co. has announced the development of its Rycoline 444, a one-solution solvent. According to the manufacturer, the solvent has been designed to remove glaze from blankets and rollers, clean and condition blankets, wash rollers, and also serve as a dry ink remover.

For information: Dan Ryan Solvent Co., 732 S. Federal St., Chicago 5.

Miehle 5-Up Attachment For V-50 Vertical Press

A multiple printing device for the Miehle V-50 Vertical press, known as the Five-Up Attachment, has been announced by the Miehle Co., a division of Miehle-Goss-Dexter, Inc.

The five-up attachment is engineered for IBM check printing, according to the manufacturer. Operating at normal press speeds, a Miehle V-50 Vertical equipped with the attachment will simultaneously feed from individual piles, print and deliver to separate receptacles five different IBM checks. Most short-run jobs can be ganged; long and short runs can be produced together.

The device consists of five individual suction shoes, multiple side guide rails on



Five-up attachment on Miehle V-50 Vertical press

the transfer table, a special gripper bar, and separate delivery receptacles.

The five-up attachment is available on new presses or for converting a V-50 Vertical already in service.

For information: The Miehle Co., 2100 Hastings St., Chicago 8.

Kenro Graphics, Inc., has produced a cost calculator which shows the difference in the cost of producing negatives in your plant as compared to purchasing them from a supplier. For information write Kenro, 25 Commerce, Chatham, N.J.



Automatic Control of Ink Density on Printing Press

An electronic method for controlling ink density on the printing press was recently announced by Cline Electric Manufacturing Co. The device is known as the Crosfield Idotron Automatic Ink Density Control. It automatically signals the printer when the color varies from starting standard and indicates the percentage of error of each color separately.

The device operates on any type of webfed press and with a special fountain arrangement adapter for rotogravure printing. It signals and measures the correction requirement and actuates the ink correction by means of two dispensers for each color which inject strong ink or extender into the fountain.

According to the distributor, the volume injected is the correct quantity of ink or extender required to maintain constant color density regardless of variations in paper quality, cylinder impression, doctorblade wear, ink viscosity or temperature. The dispensers are run by compressed air.

Available with the Idotron control is an automatic pen recorder operating a five-inch wide chart on which is recorded a separate line of colored dots showing the per cent density variations of each color over a period of time.

For information: Cline Electric Manufacturing Co., 3405 W. 47th St., Chicago.



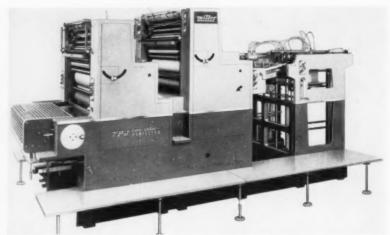
Photocopier makes reproductions in 25 seconds

Photocopying Machine

A photocopying machine known as the Contoura-Matic has been developed by F. G. Ludwig, Inc. Printers may use the machine to burn offset plates and to make photo copies of printed material and drawings. Invoices and other correspondence may also be copied. The machine measures 15x6 inches and weighs less than 12 pounds.

According to the manufacturer, a single reproduction may be made in 25 seconds. The machine is made of gray plastic that is said to be unbreakable. Papers for copying include white, colored or transparent paper, card stock, film and transparencies for projection work. The producer also claims that the machine will copy red and colored inks, pencil and crayon work.

For information: F. G. Ludwig, Inc., 107 Coulter St., Old Saybrook, Conn.



Miller TPJ 23x36 press prints 7,000 sheets per hour of color work, can also be converted to perfecting

Miller Sheet-Fed Two-Color Perfector Press

The Miller Printing Machinery Co. has developed a sheet-fed offset press called the Miller TPJ 23x36 Two-Color Perfector press.

According to the manufacturer, this is the only sheet-fed press that can switch from perfecting to two-color printing. The press will print color work at speeds

Electric Saddle Stapler

Swingline, Inc. is now marketing its electric saddle stapler that the company claims is capable of stapling 120 pages of 60-pound coated stock. The machine has a ten-inch throat and plugs into any ac socket. The Swingline staplers can be set in tandem or as many as five can be activated in unison from a single foot-pedal switch. The staplers can be fastened to a work bench or a table.

For information: Swingline, 3200 Skillman, Long Island City 1, N.Y.

Swingline electric stapler has a ten-inch throat



up to 7,000 sheets per hour, or in a short time can be converted to perfecting (printing both sides of the sheet) at speeds up to 6,000 sheets per hour.

The press has been designed for plants producing catalogs, brochures, pamphlets, house organs, and other jobs that require printing on both sides of the sheet. Miller also claims that the press will also produce high quality multicolor work.

For information: Miller Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa.

Printed Circuit Photorelay

Photobell Co. has announced the development of a photorelay with printed circuit construction. According to the



Photorelay for use on paper, printing machinery

manufacturer, the device has been designed for use on paper handling and printing machinery where there may be dust, vibration, humidity, high temperature or voltage fluctuation. The photorelay is mounted on a board and clamped in a stamped-metal cradle. The producer claims the device has directional response to about ten foot-candles of light. Operation is from 100-130 v at 50/60 cycles.

For information: Photobell Co., Inc., 43 Vesey St., New York 7.

Magazine Service Offered As Printer's Sales Builder

A syndicated sales magazine service for printers who wish to have their own house publication is now available from Tips Publishing Co. Copy, art work and color

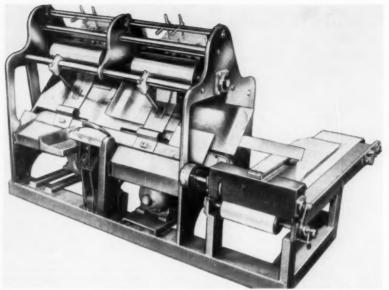


YOUR SIGNATURE APPEARS HERE

Magazine designed as sales builder for printers

separations for each issue of *Tips* may be obtained through a plan of leasing monthly a set of contact positive films from which the printer may make his own litho plates.

Tips From Your Printer is also offered on an exclusive basis in franchised areas to printers. The present plan includes



Magnacraft Model SR-1 is heavy-duty tipping machine that affixes tip-ons to signatures at high speeds

sending copies in quantity to the printer each month for his own imprinting, binding and mailing. The covers are sent flat, ready for imprinting, with inside pages folded into one two-color, 16-page signature. *Tips* deals exclusively with graphic arts subject matter.

The additional service of furnishing the positive films for the sponsor's own printing will enable the franchised holder to adapt his own copy into the magazine, using the furnished art as a background, if he so desires.

Process color has been used on four of the latest covers of the magazine which is now in its sixth month of production.

For information: Tips Publishing Co., 161 L. Grand Ave., Chicago 11.

Heavy-Duty Tipping Device For High-Speed Operations

A heavy-duty Model SR-1 tipping machine is currently being produced by the Magnacraft Manufacturing Co. The producer claims that the SR-1 affixes tip-ons to signatures at high speeds, and that the machine has had extensive field testing.

The operation consists of stacking the signature and the tip-on in the respective feeder hoppers, filling the glue pot and turning on the machine. The gluing mechanism is positive and registers the glue line in any chosen position.

Tipping may also consist of gluing single sheets to signatures or gluing signatures together to conserve pockets on the gathering machine.

For information: Magnacraft Manufacturing Co., 7739 S. Kedzie, Chicago 29.

Portable Stock Trucks

Portable stock trucks have recently been added to the line of the Foster Manufacturing Co. The trucks are constructed of heavy-gauge steel and are finished in gray. The trucks feature rubberized steel ballbearing wheels which are permanently attached. Two 16-shelf models feature two removable shelves per tier. Shelves measuring 20x13 inches and 22x17 inches are available. Three models of bindery trucks are also produced. Shelves lock out of the way when not in use.

For information: Foster Manufacturing Co., 13th & Cherry Sts., Philadelphia 7.

Heidelberg Attachment

An attachment for the 10x15 Heidelberg press is claimed to eliminate stock sticking to the gripper arm.

For information: Harland Siner, Box 5019, Portland 13, Ore.

Portable trucks by Foster Manufacturing Co. Left truck has 16 shelves. At right is bindery truck



Fourth Presidents' Conference for Top Management Held by PIA

Long-range planning was the theme of the Fourth Presidents' Conference for Top Management staged by Printing Industry of America Jan. 27-31 at Palm Beach, Fla.

Attendance hit a new high of 250 men and women who came from all parts of the United States and Canada.

Col. H. R. Kibler, president of PIA, opened the conference with challenging emphasis on the printing industry's need to keep abreast with the growth of other media and industries, particularly in the communications field. He noted that the industry's mechanical energy, man-hour output, investment and research had lagged behind other industries.

"If each of us will keep step with new techniques and new developments in management methods, in materials, machines and in manpower utilization, our companies will prosper," he said. "Intelligent competition and true forward planning will improve the profit picture. They will aid in changing our industry's declining rank and direct it toward assuming its proper place in the family of American industries." Then he recommended the following course of action which would lead to a strong, healthy printing industry:

"Participate in professional conferences like this one. Study PIA management services and utilize them fully. Understand what forward planning means and apply it to your business. Use these methods to keep abreast constantly with new techniques and new developments. Work closely with your industry associates who are available at many PIA national meetings. Encourage others to follow this same plan."

In calling for collective action Col. Kibler stressed that "each company is dependent on the action of other companies. The industry's health determines company growth and profits. This challenge cannot be met individually. It requires group action at local and national levels. There is ample opportunity in PIA with its 80



Devoted to timely items concerning men and events associated with printing. Copy must reach editor by 15th of month preceding issue date

affiliated local associations to obtain this group action."

Chairman of the conference was Horace Hart, director of the recently established Printing and Publishing Division of the Business and Defense Services Administration. He reviewed factors involved in long-range planning, which he called a new development only beginning to be appreciated. "But it is here to stay," he said. The first to use it will benefit immeasurably. So let us begin now. The future of your business depends on it."

Frank F. Pfeiffer, president of the Reynolds and Reynolds Co., Dayton, Ohio, and well known for his aid in establishing the Research and Engineering Council of the Graphic Arts Industry, answered the question, "How Much Can We Afford to Grow?" Pointing out that "Can We Afford to Grow, and By How Much?" was the original title of his talk, he laid stress on the fact that "we cannot afford not to grow." He outlined ways for financing growth.

"You can definitely measure growth ability by carefully calculating new capital requirements for each dollar of new

business," he advised. "Then measure back against your goal. If you can satisfied with new business opportunity provided through annual addition working capital, that is your measure. you are more ambitious than that, or your segment of the industry requires faster expansion to remain competitive, the you will have to use one or more of the ways to raise new capital. Which one ones will depend on such factors as you ownership situation, possible tax prob lems and your general earnings record But you will find trouble if you do no measure the capital need and find the source beforehand."

Paul Lyle of Western Printing and Lithographing Co., Racine, Wis., was chairman of a session on planning now to use tomorrow's machinery and methods. Panelmen included Felton Colwell, Minneapolis, president of the Research Council; Alan Holliday of Craftsmen, Inc., Kutztown, Pa.; and Dr. Marvin Rogers, Chicago.

Mr. Holliday discussed today's hot and cold composition developments. "The latest keyboard phototypesetter—ATF's photographic system—seems to be destined to have a greater impact on the industry than any of the phototypesetting machines I have described," he said.

"Designed primarily for composing text matter," he explained, "it consists of two machines, a keyboard and a photographic typesetter, that can be operated on a six-inch desk. The keyboard simultaneously produces a typewritten proof and a perforated tape. The tape carries all the codes required for automatic operation of the photographic typesetter, including justification. The typesetter photographs on film or paper the text matter that the keyboard has perforated into the tape—130 characters per minute on the photo unit."

In the area of sales planning Charles La Blanc of Research Institute of America, New York City, projected economic

Printing Industry of America, Inc., held its fourth Presidents' Conference for Top Management at Palm Beach Biltmore Hotel, Palm Beach, Fla., Jan. 27-31



developments and their relationship to selling efforts in the future. PIA secretary Charles E. Schatvet of Guide-Kalkhoff-Burr, Inc., New York City, detailed the procedures that company follows in determining what and to whom it will be selling in the future.

Planning manpower for the future was discussed by Fred Smith of Cincinnati. Topic assigned to Harry E. Howell of Washington, D.C., was pressure for getting more out of the executive's time.

PIA vice-president Kurt H. Volk presided at the closing luncheon, when Jennings Randolph, assistant to the president of Capital Airlines, forecast the "dynamic years ahead."

On the off-business side there were printers' nights at sporting events, dinner-dances and other social affairs. The ladies in a session of their own heard Dr. John Grela of Washington conduct a discussion on the topic of "You and Your Husband's Career."

Horace Hart received a certificate recognizing his work as chairman of PIA's General Management and Education Committee. His resignation from these posts was accepted.

Frank F. Pfeiffer was named chairman of next year's conference, which is timed for the first week of February in Boca Raton, Fla.

International Paper Company Opens San Francisco Office

International Paper Co. has opened a west coast sales office at 235 Montgomery St., San Francisco. Edward Bailey is regional manager.

Annual Ayer Cup Contest Rules, Dates Announced

Publishers of English-language daily newspapers in the continental United States, Alaska and Hawaii have been invited to enter their papers in the 28th Annual Newspaper Contest for the Ayer Cup and other awards. Last year 824 newspapers entered the contest, which is sponsored by N. W. Ayer & Son.

The week of March 10 has been selected as the period from which the contest day will be chosen by lot, after the week has ended. Men prominent in public affairs, printing and art will judge the entries in April.

The Ayer Cup will be awarded to the newspaper judged the best in typography, makeup and printing. First, second and third honorable mention awards will be given in each of three classes: newspapers of more than 50,000 circulation, newspapers of 10,000 to 50,000 circulation, and newspapers of less than 10,000 circulation. An honorable mention award will also be given to the best tabloid, regardless of circulation. Last year the Gosben (Ind.) News won the Ayer Cup.



The Magazine Printers Section of Printing Industry of America met in Washington, D.C., on Feb. 18. Seated (I. to r.): Joseph Chanko, Conde Nast Press, Greenwich, Conn., immediate past chairman; Leslie C. Shomo, National Publishing Co., Washington, D.C., secretary; John D. Davis, Jr., Judd & Detweiler, Inc., Washington, D.C., chairman; Francis N. Ehrenberg, Blanchard Press, New York City, president of Union Employers Section of PIA, and Bernard J. Taymans, general manager of PIA, Inc.

Magazine Printers Section of PIA Holds Washington Conference

The Magazine Printers Section of Printing Industry of America held a Feb. 18 session at PIA headquarters in Washington, D.C.

Section chairman John H. Davis, Jr. of Judd & Detweiler, Inc., Washington, announced that compilation of a set of trade customs was under way. Chairman of the committee handling this project is J. H. Molitor of Art Color Printing Co., Dunellen, N. I.

Preparation of an information manual for customers which will be designed to standardize practices is also under study. Members expressed the belief that such a

W. C. Boles of Nashville Dies; Was PIN Executive Secretary

William C. Boles, executive secretary of Printing Industry of Nashville, died of a heart attack on January 19 at the age of

5 0. Mr. Boles served as PIN's executive secretary for 18 years. He had been associated with the organization for 20 years. Mr. Boles had also served as national president of the Graphic Arts Trade Association Execu-

tives. He was a



member of the American Society of Association Executives and the National Association of Cost Accountants. Mrs. Louise Shannon has been named acting secretary of PIN.

manual would expedite their plant work and eliminate unnecessary costs for their customers.

The section plans to study ways and means to improve channels of communication with principal suppliers. Chairmen of committees directing this project are Dwight L. Monaco of Hughes Corp., New York, and Leslie C. Shomo of National Publishing Co., Washington.

Joseph Chanko of Condé Nast Press, Greenwich, Conn., who was the section's first chairman, reviewed new developments in magazine printing equipment, materials and procedures. Pending postal rate legislation and plans for a special equipment manning survey were also discussed at the meeting.

Next session is dated for May 27 in New York City. The major portion of the agenda will be devoted to relationships with equipment suppliers.

National Packaging Exposition Timed for May in New York

May 26-30 is the period set by the American Management Association for staging its National Packaging Exposition in New York City for the first time in 14 years. The addition of a fifth day will make it the longest show in the 27-year history of the event. Close to 40,000 persons are expected to view some 365 exhibits set up on all four floors of New York's Coliseum.

AMA's National Packaging Conference exploring the complete packaging programs of three top firms is timed for May 26-28 at the New York Statler Hotel.



Seen at the recent signing of the five-year arbitration agreement between Printing Pressmen's Union and Printing Industry of America Union Employers Section are (seated, left to right) Mendel Segal, vice-president, Union Employers Section, PIA; Thomas E. Dunwody, president, International Printing Pressmen & Assistants' Union of North America; Francis Ehrenberg, president, Union Employers Section, PIA; George L. Googe, union secretary-treasurer; (standing, left to right) Gerald A. Walsh, secretary, PIA Union Employers Section; A. J. De Andrade, union vice-president; George M. Houlihan, secretary and general manager, the Franklin Association of Chicago; Alexander J. Rohan, vice-president, Pressmen's union, and Don H. Taylor, president, New York Employing Printers Association

Five-Year Arbitration Agreement Renewed by PIA, Pressmen's Union

Officers of the International Printing Pressmen and Assistants' Union of North America and the Union Employers Section of Printing Industry of America have signed a renewal five-year International Arbitration Agreement which establishes codes of procedure and standards for arbitrating disputes in the commercial printing industry.

Union president Thomas E. Dunwody and UES president Francis N. Ehrenberg expressed confidence that the simplified agreement would make a substantial contribution to continuation of harmonious labor relations.

Practices set up by the first agreement executed in 1947 have become parts of collective bargaining contracts in all sections of the country. Voluntary arbitration has replaced strikes, lockouts and other work stoppages. In order to supplement this peaceful settlement of differences the national officers of both IPPAU and UES have pledged their efforts to promote the adoption of the new agreement in all areas under their jurisdiction.

Manpower, technological developments and various industry problems were discussed at the conference where the agreement was signed. The meeting symbolized the continued affirmation of both groups that sound industrial relations can be promoted by exchanging ideas and by frank discussions between labor and management leaders.

Union officials present with Mr. Dunwody were vice-presidents Alexander J. Rohan of Washington, D.C. and Anthony J. De Andrade of Boston, and secretarytreasurer George L. Googe of the Pressmen's Home in Tennessee. Mr. Ehrenberg's UES associates were vice-president Mendel Segal of Atlanta, secretary Gerald A. Walsh of Washington, D.C., Don H. Taylor of New York City and George M. Houlihan of Chicago.

Linotype Names Guy Ogden As New Vice-President

Guy G. Ogden, who was assistant to the president of Mergenthaler Linotype Co., Brooklyn, N.Y., has been elected

vice-president in charge of overseas sales and South American operations. Max E. Krayer, director of overseas sales, continues to supervise Overseas Sales Division sales activities. Mr. Ogden has an extensive background in various produc-



tion methods, printing processes, finishing operations, sales and general management. He has done consulting work and has been active in various graphic arts associations. He came to Linotype Co. from Rochester, N.Y., where he was general superintendent of the printing division of the Todd Co., producers of safety papers, checks and commercial forms.

He had formerly served as executive vice-president of Barton Cotton, Inc., Baltimore publishers and art color lithographers, and for 18 years with the Globe Ticket Co., Philadelphia, where he became vice-president, general manager and treasurer. He is a member of the Manufacturing Planning Council of the American Management Association.

ITCA Studies Problems At Mid-Winter Meeting

Production, promotion and personnel management problems were studied by International Typographic Composition Association members in a mid-winter conference Feb. 6-8 in New Orleans.

O. Fred Duensing, sales manager of Vandercook & Sons, Inc., was a workshop session speaker emphasizing reproduction and transparent proofing quality control. Also discussing proof requirements from the quality standpoint were Joseph B. Wrenn, engraver, and Edward Boettner, lithographer, both of New Orleans.

Serving on a panel dealing with sales and promotion problems were G. Ronald Jackson of Montreal, N. C. Jamison of Memphis, Oscar Hoffman of St. Louis and Clarence E. Harlowe, second vice-president who hails from Harlowe Typography, Inc., Washington, D.C. W. F. Elbrecht, Jr. of New Orleans demonstrated Jalfax heat-developed films and equipment for the gathering.

Current industrial relations trends and problems was the topic assigned to Gerald A. Walsh, industrial relations director of the Union Employers Section, Printing Industry of America, Inc. He foresaw no easing of pressure for higher wages at a time when the industry is facing declining profits. He reported increasing requests for wage reopening causes, extended jurisdictional demands, and a greater recent rate of strike authorizations.

Presiding officers were Mr. Harlowe and first vice-president Walter R. Adamson of Mono Lino Typesetting Co., Inc., Toronto. ITCA staged the parley jointly with Southwestern Typographic Composition Association, whose president is Byron Gore of Fort Worth. Warren Forstall of New Orleans was head of the arrangements committee.

The social events included a reception, men's luncheon, ladies' luncheon, a yacht trip on the Mississippi River, a breakfast and a buffet dinner.

ITCA's calendar calls for a management conference March 21-22 at the Miramar Hotel in Miami and a sea-going spring conference May 23-28 aboard "The Queen of Bermuda."

Announce May Conference

The Eastern Seaboard Conference of the Graphic Arts Industries, combining speaker and forum treatment of printing management responsibilities with recreational and social features, is dated for May 1-3 at Chalfonte-Haddon Hall, Atlantic City, N.I. Who made this Vellum?
I like its texture!

It's H&W Mobile,
has a beautiful antique finish,
exceptional whiteness
and it never picks.



Printed Offset on Mobile Vellum 22½ x 28½—134/M

EAR ALONG THIS LINE AND KEEP FOR FUTURE REFERENCE

NEW MOBILE VELLUM IS AVAILABLE FROM YOUR HOLLINGSWORTH & WHITNEY MERCHANTS

WHO ALSO SUPPLY YOU WITH

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NEW JERSEY

MOBILE TAG (WHITE OR IVORY)

The strongest commercial Index available at any price.

Famous for its strength, bending and folding qualities.

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	BALTIMORE	O. F. H. Warner & Co., Inc.	VIRGINIA	NORFOLK	Epes-Fitzgerald Paper Co.
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				HIGHWOND	Virginia Paper Co., Inc.
MASSACHUSETTS		Andrews Paper Co.			
	BOSTON	Century Paper Co.	WASHINGTON	SEATTLE	Paper Sales Corp.
	BOSTON	Colonial Paper Co.			
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Scott Paper Company

Gravure Technical Committee Holds New York City Conference

More than 50 plant superintendents, foremen, technicians and representatives of equipment manufacturers attending a Jan. 29 New York City meeting of the Technical Advisory Committee of Gravure Research, Inc., heard laboratory staffmen report on research for the benefit of member companies.

Research physicist William Welch reported on masking experiments designed to achieve proper color correction for gravure inks and paper stocks. He cited procedures for accurate correction when using the two-stage masking method. His preliminary report on improvement of tone reproduction under gravure printing conditions showed how adjustments might be made in the characteristic curve of the separation negatives.

Ernst Greminger, color photographer, suggested using 45 per cent masks for the three primary color separation negatives and discussed special filter problems involved in producing satisfactory cyan or blue printers. For all types of reflection copy he recommended the two-stage masking method and detailed its procedure.

Harvey F. George, research director, reviewed electronic flash equipment applications in gravure operations.

A report on an 11-month field test of an automatic carbon tissue development control system devised by Gravure Research came from David Cutler, technical director of Triangle Publications, Inc., Philadelphia. He said that more than 400 tests showed significant improvements in uniformity of temperatures across cylinders, as well as more accurate control of cylinder temperature level.

A prototype model of an auxiliary web tension control being developed by Gravure Research was described by John Kimball, project engineer, who expected that it would improve press performance measurably by reducing tension variations. He detailed tension tests in gravure plants for providing better understanding of press operation as a basis for improvements in performance.

Dr. U. R. Furst, chief electronics engineer, Electric Eye Equipment Co., Danville, Ill., manufacturer of electronic devices for the gravure industry, discussed a theory explaining the physical mechanism involved in compensator operations of web and cylinder compensated presses. He stated that this theory and experimental tests indicated that register disturbances pass through the press in one direction only from the reel end towards the folder end, and at speeds greater than web speed.

Electric eye equipment chief field test engineer Willard Walthall described new instruments for precise measurement of many press operation variables such as speeds, tension, misregister and running oscillation or backlash in gears. These in-



Seen at recent meeting of the Gravure Research Technical Advisory Committee are John E. Hazel (L.), president, Gravure Research, Inc.; Harvey F. George, research director, Gravure Research

struments use modern cathode ray oscilloscopes with extremely accurate time bases. Oscillographic recordings showed that millionths of a second measurement of various press phenomena were possible. Presiding officer was Gravure Research president John E. Hazel of New York News Syndicate Co., Inc. He is a Gravure Technical Association past president. Mr. George moderated the various technical discussions.

New President, Officers Elected by Photoengravers

Emil Weltz, vice-president of Peerless Hill, Inc., is the new president of the Photoengravers Board of Trade of New



Emil Weltz

York. Serving with him are vice-president, Sidney Godden, Walker Engraving Corp.; treasurer Matthew Gliedman, Colorplate Engraving Co.; C. K. Sutton, Jr., secretary. W. Arthur Cole, managing director, is serving his 25th

year as assistant secretary. John T. Mc-Govern continues as legal counsel for his 28th year.

New directors are Edward Mavian, Lafayette Photoengraving Corp.; George Stadler, Sr., Vulcan Photoengraving Co., and Sol Zelnick, Graphart Photoengraving Corp.

Immediate past president M. J. Shahinian, Reiman-Conway Associates, was added to the roll of advisory directors who are past officers, directors and committee chairmen who have been members for at least 20 years. Others are David Knapp, Knapp Engraving Co., Inc.; David Orans, Sr., Quality Photoengraving Co., Inc.; I. L. Thoren, Trichromatic Engraving Co., Inc. and L. A. Wildman, Wilbar Photoengraving Co., Inc.

Self-Advertising Contest Rules, Dates Announced

Again as in the past six years the Printers and Lithographers Self-Advertising Exhibition and Awards competition sponsored by Printing Industry of America and Miller Printing Machinery Co., is open to all letterpress, lithographic, gravure, silk screen and allied process printers in the United States, Canada and the Hawaiian Islands.

The deadline for entries is 5 p.m. on Sept. 12. Printers submitting advertising programs completed during the Sept. 13, 1957-Sept. 12, 1958, period need not be members of PIA. Awards will be announced during a Miller-sponsored breakfast at PIA's Oct. 13-16 convention in the Statler-Hilton Hotel, Dallas, Tex.

Three \$1,000 cash prizes and nine Benjamin Franklin statuettes will be awarded in three divisions according to the size of the firms. Eligible for entry are sustained advertising campaigns and the individual specimens. A campaign is defined as three or more ads used within the 12-month period in any advertising medium, not necessarily one alone. Individual specimens are single pieces of self-advertising.

Judges will rate campaigns for plan and continuity, idea, copy, design, quality of reproduction, and results. Individual specimens will be judged for idea, design, copy and reproduction quality. All entries will become the property of the Miller Printing Machinery Co.

For further details or entry blanks address PIA at 5728 Connecticut Ave., N. W., Washington 15, D.C.; Miller Printing Machinery Co., 1117 Reedsdale St., Pittsburgh 33, Pa., or Miller Printing Machinery Co. of Canada Limited, 730 Bay St., Toronto 2, Canada.

Baltimore Firm Incorporates

Schneidereith & Sons, Balitmore printing and direct mail advertising house founded in 1849 and operated as a partnership since 1943, has been incorporated. The officers are C. William Schneidereith, chairman of the board; Richard C. Sheridan, president; Carl F. C. Schleunes, vice-president and treasurer, and R. Champlin Sheridan, Jr., secretary.

Carnegie Tech to Host Alumni Seminar, Management Conference

Three hundred printing industry officials are expected at Carnegie Institute of Technology in April for the three-day series of alumni seminars and management conferences held annually by the School of Printing Management. The meetings will include talks by graphic arts authorities, question-and-answer periods, panel discussions, and films.

The opening day program, Thursday, April 17, is planned as an educational service to industry sponsors and others who have contributed to instructional and scholarship funds for the School of Print-

ing Management.

The two-day program of April 18-19 is designed primarily to bring the school's 900 graduates back to the campus to observe and discuss important new phases of the graphic arts. However, the meetings are not limited to Carnegie alumni, Dean Glen U. Cleeton emphasized.

"Researching Methods and Men to Improve Management Skills" is the theme for the sessions on April 17. Robert O. Ferguson, vice-president of H. B. Maynard Co., Pittsburgh management consultants, will speak on "Operation Analysis." Robert S. Ramsay, assistant director of evening classes at Carnegie Tech, will discuss the "Human Side of Management," and Thomas H. McCabe, Jr., exec-

J. A. Keller Named New President of Linotype

J. A. Keller, who on Jan. 31 was elected president of Mergenthaler Linotype Co., had served as vice-president for oper-

J. A. Kelle

ations and as executive vice-president since he joined the organization in December of 1955. He is also a member of the board of directors. He came to Linotype from F. L. Jacobs Co., Detroit, where he was vice-president and general manager. Be-

fore that he was vice-president of George Fry & Associates, management engineers, New York City. He resides in Plandome, Long Island, N.Y. Mr. Keller's election to head the company followed Martin M. Reed's resignation, which the directors accepted with regret. At their request he continues his service on the board, to which he was first appointed 12 years ago.

After joining the company in December 1942 as assistant to the president and as legal consultant, Mr. Reed was successively elected secretary, vice-president and secretary, and in 1948 was advanced from executive vice-president to the presidency.

utive secretary of Printing Industry of Pittsburgh, will speak on "Promotion of Management Education by Local Organizations."

The April 18-19 seminar meetings, organized by the alumni program chairman, William G. Forster, Pittsburgh, will consider the general topic, "Practical Aspects of Recent Developments in Printing."

William M. Angus, vice-president of R. R. Donnelley & Sons Co., Chicago, and president of Carnegie Printers Alumni, will welcome the guests at 9:30 a.m., Fri-

IAES to Hold Cleveland Convention April 14-15

Three hundred owners and executives of the electrotyping and stereotyping industry of the U.S. and Canada are expected to attend the Annual Spring Technical Conference and Exhibition of the International Association of Electrotypers and Stereotypers at Hotel Carter in Cleveland on April 14-15.

In addition to an extensive program of technical speakers, there will be a clinic on self-advertising and sales, labor relations, cost discussions, publications, and a complete afternoon presentation of preliminary reports from the new IAES Research & Development Committee. The Lorenzo Carter showroom at the hotel will be given over to supply and equipment exhibits.

Cleveland electrotypers will be host to the conference visitors on Monday evening, April 14, at a cocktail party and some Cleveland electrotyping plants will hold open house for conference visitors desiring to see the plant operations used in the production of the new electroplastic plate.

Program headliners will be Dr. Marvin Rogers of Chicago who will talk on "Letterpress Printing Plates of the Future." W. H. Vinton of DuPont is expected to address the group on the manufacture and the uses of DuPont's new photopolymer printing plate.

Edward S. Nederostek of Minnesota Mining and Manufacturing Co. will explain fully the new 3M letterpress makeready plate treatment. Walter T. Flower of Flower Steel Electrotype Co. of New York City will act as moderator for the full afternoon program of the research and development committee of which he is the chairman.

J. Norman Goddess, Chicago attorney, will address the group on industry costs and cost systems. Announcement of clinic speakers and panel experts will be made to the industry in March. All active IAES committees will present reports and organization officers will preside over all meetings.

day. R. C. Skillman, director of public relations for Champion Paper and Fibre Co., Hamilton, Ohio, will present a film "Production 5118," and R. E. Fisher chief executive of Printing Developments Inc., (Time, Life), New York City, will discuss "Research and Developments in the Graphic Arts."

Friday afternoon sessions will include a seminar on "Creative Selling" by Mendel Segal, sales manager of Stein Printing Co., Atlanta, and author of *How to Sell Printing Creatively*; and a seminar on "Human Relations."

The Friday evening session will be devoted to a panel on "Creative Art and Good Typography" led by Walter Howe, director of the design department of R. R. Donnelley & Sons Co., Chicago.

The Saturday program will begin with a breakfast at the Pittsburgh Athletic Association, with the Harris-Intertype Corp., Cleveland, as host. Next, senior class students under Prof. Kenneth R. Burchard will present their senior project on planning plant expansion. Seminar leaders in the afternoon will be J. W. Rockefeller, Jr., management consultant, New York City, examining "A New Approach to Printing;" and Stanley T. Kaye, vice-president and plant manager of Herbick & Held Printing Co., Pittsburgh, discussing "Production Control."

C. V. McBroom, Meredith Publishing Co. Executive Dies

Claude V. McBroom, director of manufacturing for Meredith Publishing Co., Des Moines, and a member of its board of

directors, died on Feb. 8 in his Des Moines home. He was 54. Born in Gibsonville, Ohio, Mr. McBroom came to the Meredith organization as an industrial engineer in 1929. He became director of personnel in 1941 and director of



Claude V. McBroom

manufacturing in 1948. Mr. McBroom was active in a number of professional and business organizations and was a past international president of the National Office Management Association. He had received the NOMA presidential citation and its Leffingwell medal for outstanding management service. A 1926 graduate of Iowa State College, he was a member of the board of directors and executive committee of its alumni association.

M-G-D Buys Mercury Engineering

Mercury Engineering Corp., Milwaukee, has been acquired by Miehle-Goss-Dexter, Inc. of Chicago.

Technical Printing Forums To Be Held by Navigators

The Navigators, one of the oldest graphic arts groups in New York City, is launching an annual series of NaviGraphic forums for reviewing technical printing developments.

NaviGraphic '58 will feature progress reports by representatives of pioneering firms. They will tell the story behind the latest advances and discuss their everyday

The keynote speaker will be Wade E. Griswold, executive director of the Lithographic Technical Foundation. He will stress the importance of keeping posted on graphic arts progress. Judson V. Hyatt, vice-president, Fairchild Graphic Equipment Co., will speak on "The Wonderful World of Electronic Photoengraving."

"Toward Elimination of Makeready," is the topic assigned to Alan Holliday, president, Craftsmen, Inc., and research director, Hughes Corp. Michael A. Canale, president of Canale Chemical Co., will speak about bi-metal and tri-metal plates for offset.

John McMaster, manager of the Graphic Reproduction Sales Division of Eastman Kodak Co., is due to detail "Pleasing Color Reproductions Everyone Can Afford." Henry Webendorfer, assistant manager, Web-Fed Press Division, American Type Founders Co., Inc., will impart upto-date information about web rotary offset presses. A printer's evaluation of cold composition will be expressed by Joseph Weiler, designer-supervisor, Marchbanks Press, and Edwin D. Orans, managing director, Quality Photo Engraving Co., Inc., will review recent prime advances in photoengraving.

Charles V. Morris of Reinhold-Gould, Inc. will be honorary chairman and moderator with Morry Gropper (Morry M. Gropper Associates) serving as chairman. During the luncheon period the Navigators will announce their annual Service to Industry Award.

ANPA Research Institute Announces 1958 Seminars

The American Newspaper Publishers Association Research Institute has announced the schedule for its press-stereo management seminars for 1958. Each of the sessions will run five days and registrants may sign up for the entire seminar or for either the press or stereo meetings. The first two days of each seminar will be devoted to stereo discussions and the closing three days to press operations.

Chicago will be the scene of the April meeting to be held at the Drake Hotel, April 14-18. May 5-9 are the dates for the New York session at the Hotel Manhattan, and San Francisco will play host to the seminars scheduled for June 9-13 at the Sheraton-Palace Hotel. Two addition-

al meetings will be held in both New York and Chicago. July 7-11 and Sept. 8-12 are the dates for the New York seminars and July 28-Aug. 1 and Oct. 6-10 will see Chicago as the site.

Registration blanks may be obtained from the association at its headquarters at 140 S. Dearborn St., Chicago 3.

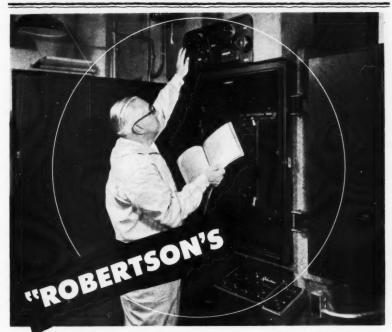
Niagara Litho Moves Sales Office

Niagara Lithograph Co. has moved its sales office from 386 Fourth Ave. to 381 Fourth Ave., New York City. It is under the direct control of the home office in Buffalo and is managed by Frank Nellis.

Western Gear's San Francisco Operations to Be Relocated

All San Francisco Bay Area operations of Western Gear Corp. will be concentrated at the company's Belmont works in order to accommodate a program of growth and expansion. The old San Francisco plant, which according to the firm, offered no possibilties for expansion, and all personnel are moving to Belmont.

A number of new buildings as well as enlargement of the present structures at the Belmont plant are now under construction. The Belmont plant was erected five years ago and occupies a 14-acre site.



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Dr. Carl S. Miller (left), technical director of graphic arts research for Minnesota Mining and Manufacturing Co., and J. S. Mertle admire hand-drawn depiction of diffraction patterns and the growth of a halftone dot painstakingly executed in pencil (1930) by the late Arthur Fruwirth. In the foreground are Isaac Newton's noted textbook on optics (1718); Alois Senefelder's work on lithography (1827), and an early German treatise on etching (1689). All are part of collection 3M bought

J. S. Mertle Technical Library Purchased by Minnesota Mining

The Minnesota Mining & Manufacturing Co. of St. Paul, Minn., has purchased the technical collection and library of J. S. Mertle, technologist, author and trade journal columnist in the field of photomechanics. Considered to be the largest of its kind in private possession, the collection contains more than 6,000 volumes.

Among the special items in the Mertle collection are technical possessions and specimen reproductions made by Karel Klic, inventor of rotogravure. There are also the business records and correspondence of Max Levy, pioneer manufacturer of halftone screens.

Other items are the private correspondence and personal effects of the American photohistorian, Edward Epstean, as well as the personally executed sketches of dot formations and technical data compiled by halftone researcher Arthur Fruwirth.

Included in the collection are private scrapbooks of Frederic E. Ives; the private notebooks of collodion emulsion formulas used by Gustav R. Mayer; the personal collection and specimens of the litho technologist Ellis Bassist, and numerous other rare and historic items.

The collection also includes American patents Mertle gathered on important developments in the graphic arts, and thousands of articles devoted to processes and methods. There is also a collection of portraits and biographical material on leaders in the fields of printing and photomechanical reproduction.

Although the Mertle collection was obtained primarily for the use of 3M re-

searchers, 3M plans eventually to make the historical portion of it available to students of the graphic arts throughout the world, according to Dr. Carl E. Barnes, director of 3M's Central Research laboratory. These individuals will be given opportunity for personal research and study on 3M premises through appointments with 3M's graphic arts research group, Dr. Barnes said.

To foster research and a better understanding of past and future methods, many of the priceless historical items and specimens in the collection will be on display at the Central Research laboratory, Dr. Barnes said, and traveling exhibitions of the displays are being considered.

Widely recognized as one of the nation's authorities in his field, Mr. Mertle's latest book is *Photomechanics and Printing*, written in collaboration with Gordon L. Monsen, which was published last December. The book is a survey of significant developments in the field.

Mead Acquires Ottawa River Paper

Mead Containers, Inc. a subsidiary of the Mead Corp., Dayton, Ohio, has announced the acquisition of Ottawa River Paper Co. The main plant at Toledo, Ohio, and a branch in Flint, Mich., produce corrugated shipping containers and corrugated specialties. Management and personnel will remain the same under the direction of Philip LeBoutillier, Jr. who has become a vice-president of Mead Containers. This recent addition will be known as the Ottawa River Division.

Graphic Arts Scholarships Available for Instructors

Graphic arts teachers with one to five years experience have an opportunity to compete for eight special summer school scholarships at Stout State College, Monomonie, Wis., according to an announcement from the Education Council of the Graphic Arts Industry. A \$2,500 personal contribution from Elmer G. Voigt, board chairman of Western Printing and Lithographing Co., will finance study of a June 23-Aug. 1 course covering graphic arts technical problems. Application forms are available from the National Scholarship Trust Fund at the Council, 5728 Connecticut Ave., N.W., Washington 15, D.C.

The council reported last month that more than 200 high school seniors had entered the competition for trust fund scholarships. Of this number 179 students were rated eligible for examinations to be given on March 15 by the Educational Testing Service, Princeton, N.J. Winners of \$1,000 yearly awards will be announced in June.

William Egan of the Egan Co., Dallas, is chairman of the scholarship fund-raising campaign, which began in January. Individuals, companies, local and national groups of printers interested in establishing scholarships may obtain details by writing to the National Scholarship Trust Fund.

Ticket-Coupon Section Of PIA to Meet April 30

Annual meeting of the Ticket and Coupon Section of Printing Industry of America is scheduled for April 30 at the Lake Shore Club in Chicago. Industrial relations, establishment of separate financial ratios and an index of sales for members are among the topics due for discussion.

Companies specializing in ticket and coupon production may obtain further details from George A. Mattson, managing director of the section, at PIA headquarters at 5728 Connecticut Ave., N.W., Washington 15, D.C.

Neenah Paper to Conduct Annual Letterhead Contest

The Neenah Paper Co., Neenah, Wis., a division of Kimberly-Clark Corp., will again conduct its yearly letterhead contest. Since 1954 over 100 printers have received the Neenah Award of Merit for printing outstanding letterheads. The contest is for paper salesmen and printers.

The prize-winning certificate bearing the hand-lettered name of the winning printer and the letterhead will be mounted on a plaque. Entries in the contest are submitted by distributor salesmen who receive a cash award for each winning entry they submit.

Mead Corp. Appoints New Director of Advertising

Clifford R. Schaible has been appointed director of advertising for the Mead Corp., Dayton, Ohio, manufacturers of paper,



Clifford D School

paperboard and wood pulp. Mr. Schaible, of Lake Forest, Ill., was formerly vice-president in charge of new business sales for Earle Ludgin and Co., Chicago. In his new position, he will direct and coördinate advertising programs for

the Mead Corp., and its subsidiaries in the promotion of white paper, paperboard, pulp, corrugated containers and multiple packaging products. Mr. Schaible's office will be in Dayton. He has been in sales promotion and advertising work for the past 12 years. In 1946 he was named sales promotion manager for the International Harvester Co. He was also associated with the Meredith Publishing Co., Des Moines, Ia. Mr. Schaible was graduated from the University of Minnesota and also received an M.B.A. degree from the University of Chicago.

FPBAA Reports Current Trends In Folding Carton Packaging

The first day of the Folding Paper Box Association of America's annual meeting March 19-21 at the Waldorf-Astoria Hotel in New York will include announcement of winners in the annual folding carton contest on display at the association's headquarters in New York City. A summary of current design in packaging has been prepared by Gustav L. Nordstrom, FPBAA executive director.

Greater visibility combined with protection through the use of window cartons, multipacks for self-service counters, cartons with handles, and novelty shapes are some of the trends. Designs have been simplified to give more clarity to the information on the package, to make trademarks more identifiable, and in general to make the package sell itself.

Printing Service Firm Organized

Tracy-Smith Co., Inc. has been set up in New York City by A. H. Tracy, former president of Mason-Moore-Tracy, Inc., and Sydney S. Smith, who was vice-president of Rathbun & Bird, Inc. The firm is offering complete services for printing and newspaper plants, including erecting, dismantling and rebuilding. Mr. Tracy is president. Mr. Smith, executive vice-president, is a member of the Club of Printing House Craftsmen of New York, which he formerly served as secretary.

Named Chairman of National Newspaper Week Committee

Arthur E. Strang, secretary-manager of the Illinois Press Association, has been named chairman of the 1958 National Newspaper Week Committee. Announcement of his appointment was made by Vern Scofield, president of Newspaper Association Managers, Inc., the group sponsoring National Newspaper Week. This year's event, the 19th annual observance, is scheduled for Oct. 1-8.

The special committee of professional newspaper trade association executives will arrange for participation of many allied groups in the 1958 National Newspaper Week observance. It will also prepare and distribute a kit of promotional material to the nation's weekly and daily newspapers.

Advertising, Sales Firm Formed

Lawrence G. Chait & Co., New York City, is a new advertising and sales development counselling firm whose services include supervision of direct mail advertising and planning of booklets, catalogs and other printed promotional material. Mr. Chait is a past president of Direct Mail Advertising Association, former R. L. Polk & Co. vice-president and Time, Inc. circulation executive.



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American Paper, Pulp Association Convention Held

The current state of the nation's fifth largest industry and the factors which contribute to its immediate and long-term prospects was the dominant theme of the American Paper and Pulp Association's 81st annual convention staged during the week of Feb. 17 while the Technical Association of the Pulp and Paper Industry was in its 43rd annual session.

Production and marketing problems caused by economic conditions were faced by APPA leaders with "purposeful optimism." This was the topic of a talk by the retiring president David L. Luke, who heads West Virginia Pulp & Paper Co.

John H. Vogel, APPA economist, reported that paper output capacity, 90 per cent last fall, had dropped to 85 per cent. Paper prices indexed by the Bureau of Labor Statistics had risen 43 per cent above the 1947-1949 base level, board grades 37 per cent. These increases were greater than those for most nonfarm commodities but less than iron and steel.

Mr. Luke's successor as APPA president is the former first vice-president, John R. Kimberly, president and board chairman of Kimberly-Clark Corp. E. H. Whitaker, chairman of Mead Corp., was elected first vice-president.

Nineteen of APPA's affiliated groups held sessions. Harold Holden, Eastern Corp., was advanced from vice-president to president of American Writing Paper Manufacturers Association at its 97th annual meeting. Leo Schubert, Neenah Paper Co., continues as vice-president and heads the Rag Content Paper Group.

Arthur Crane, Crane & Co., Inc., was renamed Thin Paper Group chairman. Production of thin paper specialties last year hit a new high of 2.5 per cent above the 1956 level and 15 per cent better than 1955.

Bristol Board Group's new president is H. W. Suter, Jr., Champion Paper & Fibre Co. Tonnage sales last year dropped 5.7 per cent from 1956, dollar sales were down 2.7 per cent. Output exceeded shipments by some 2,000 tons. Demand this year is expected to be closely geared to actual consumption.

Printing Paper Manufacturers Association elected S. D. Warren's W. H. Wilcox executive committee chairman.

George B. Amidon, named president of the American Pulpwood Association, is director of woodlands for Minnesota and Ontario Paper Co. and president of Southern Pulpwood Conservation Association.

Kraft Paper Association's new president is S. D. Fleet, vice-president, Albemarle Paper Manufacturing Co. J. B. Cowie, general sales manager, Hollingsworth & Whitney Division of Scott Paper Co., is vice-president.

Science and markets was the subject discussed at an APPA session by Dr. B. D.

Thomas, president of Battelle Memorial Institute, whose chemistry department manager, E. E. McSweeney, spoke on applications research. George Cobean, for-





John R. Kimberl

Harold Holder

eign trade consultant for Champion Paper & Fibre Co., reviewed world paper markets at an export committee session. Pulp Consumers Association members heard Dr. L. R. Thiesmeyer, president, Pulp and Paper Research Institute of Canada, discuss technological developments.

Benton R. Cancell, president and general manager, Rhinelander Paper Co., and executive vice-president for manufacturing, St. Regis Paper Co., continues as chairman of the Glassine and Greaseproof

Fine Paper Conference To Be Held in New York

Cost-saving materials handling as developed and proved by paper merchants in various cities is due for review at the April 2 meeting of the Fine Paper Division of the National Paper Trade Association. Directing this session in New York's Waldorf-Astoria Hotel will be divisional vice-president King Wilkin, who heads Zellerbach Paper Co.

Edmund F. Beuter, operations manager of all Zellerbach divisions, will serve as moderator of the program after a sound color film details the history, general principles and current mechanical practices of materials handling. He is expected to outline ideas and methods for handling paper and to direct a demonstration of tiering and handling of fine and wrapping cartons with chisel fork and carton clamp equipment.

Mr. Beuter's talk will preface panel discussion by paper merchants experienced in labor-saving materials handling methods: Edward V. Furlong, vice-president and general manager, Wilcox-Walter-Furlong Paper Co., Philadelphia; Laurance R. Hoagland, executive vice-president, Carpenter Paper Co., Omaha, Neb.; Frank P. Leslie, Jr., vice-president, John Leslie Paper Co., Minneapolis; Ralph H. Tising, vice-president, Dixon & Co., Denver, and Eugene L. Todd, vice-president, Bermingham & Prosser Co., Chicago.

Manufacturers Association, with Frederick S. Leinbach, vice-president, Riegel Paper Corp., serving as vice-chairman.

Paul C. Craig, Champion Paper & Fibra Co., was elected president of the Salesmen's Association of the Paper Industry. Regional vice-presidents named are Joseph E. Hoffmann, Standard Paper Manufacturing Co., New York City; Bert L. Silbar, Kimberly-Clark Corp., Chicago; Walter Worman II, Wheelwright Papers Inc., Leominster, Mass., and Clark S. Johnson, St. Regis Paper Co., San Francisco, Calif.

TAPPI president Ward D. Harrison, Riegel Paper Corp., and vice-president James R. Lients, Union Bag-Camp Paper Corp., were reëlected.

Walter H. Swanson, vice-president in charge of Kimberly-Clark research and development, received the TAPPI Medal awarded annually to an outstanding contributor to the industry's technical advancement. He is an authority on pulping processes.

Of special interest to printers were graphic arts sessions covering basic factors in ink-paper-press relationships and evaluation of printability by means of proof press techniques.

James H. Taylor and Dr. Albert C. Zettlemoyer reviewed National Printing Ink Research Institute study of how and why ink splits during printing. W. W. Roehr told how Kimberly-Clark uses a specially-built rotogravure press for evaluating printing properties of paper samples. An applicator supplying ink to the distribution systems of laboratory presses and other printing devices in a uniform and reproducible manner was described by W. A. Wink of the Institute of Paper Chemistry. Robert F. Carmack detailed a West Virginia Pulp and Paper Co. study of the effect of roller composition on ink control during press runs.

A report on a survey of proof press test methods for letterpress printability indicated that a few firms use plain solid test plates, but most prefer to include half-tones with graduated tone densities or screen sizes or both. Preliminary experiments in the use of the National Printing link Research Institute gauge for testing newsprint printability were reviewed. A paper by George W. Jorgensen detailed Lithographic Technical Foundation research on a standardized pressroom procedure for running print quality tests on a lithographic press.

Opens Cincinnati Plant

Intaglio Service Corp., gravure printer with plants in Chicago and New York City, has opened a pilot plant in Cincinnati offering to Ohio Valley printers complete packaging cylinder repair, correction, stripping and rechroming services.

New Era Manufacturing Co. Building New Plant, Offices



Ground has been broken in Hawthorne, N.J., for New Era Mfg. Co.'s new plant and offices. The building should be completed in about six months, will provide 50 per cent more space than the present plant in Paterson, N.J. Increased production of multicolor flat-bed letterpress presses is planned

Baltimore's Adpress Celebrates 51st Year With Original Founder

The Adpress in Baltimore, Md., is now in its 51st year and still headed by Gilbert Michel, who founded the business after taking over the J. W. Wilkinson job plant where he had worked. Charles Cahn became the founder's partner in 1915. Mr. Michel purchased the Cahn interest in 1948. He is a letterpress-offset printer specializing in swatch samples.

Adpress membership in the local Graphic Arts Association and the Typothetae of Baltimore, its predecessor, runs back 43 years. Mr. Michel was Typothetae's 1930-31 president.

Printers' Self-Advertising Show Held by Mead Papers in New York

Mead Papers, Inc. maintains in its offices at 230 Park Ave., New York City, a Library of Ideas which has become a source of reference for printers when planning jobs. For good measure, the company staged during Printing Week and running through February, what was said to be the first exhibition of printers' self-advertising ever shown in New York.

Entries in the annual competition sponsored by Miller Printing Machinery Co. for Printing Industry of America, including last year's nine top award winners, were displayed together with material selected from the company's library. The nine Benjamin Franklin statuette winners were shown.

Banknote Firms Consolidate

The Security Banknote Co. and Columbian Bank Note Co. have been consolidated under the corporate name of Security-Columbian Banknote Co. with offices at 345 Hudson St., New York City. Plants in New York, Chicago and Philadelphia produce stock certificates, bonds, foreign currencies, stamps, checks, financial printing and allied printed products.

Wally P. Lauffs (r.), president of Heidelberg Eastern, Inc., Glendale, N.Y., receives diamond pin from Ira J. Lipson, vice-president and general manager, for 29 years of service. Fifty-six others received pins for three or more years



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Compiled and Edited by L. H. (Hal) Allen, Eastern Editor, The Inland Printer

New York Printer Marks Milestone In SBA Business Management Course

Joseph Brown, president of Precision Lithographers, Inc., Garden City Park, Long Island, N.Y., was the 10,000th small business owner to complete a business management course cosponsored by the Small Business Administration and colleges and universities throughout the country. He was honored at a luncheon staged by the Young Presidents Organization in New York.

Joining in paying tribute to Mr. Brown were Wendell B. Barnes, SBA administrator; James A. Linen, publisher of *Time* and board chairman of Adelphi College where the guest of honor took the course, Adelphi president Paul Dawson Eddy; Henry Blackstone, president of Servo Corp. and an Adelphi trustee; Tex McCrary, Adelphi trustee and development consultant; Arthur E. Long, SBA New York regional director; and Walter E. Soderstrom, executive vice-president of the National Association of Photo-Lithographers. The program was featured on the WRCA-TV "Tex and Jinx Jury" show.

Mr. Barnes reviewed SBA services for small business owners and managers. "Success of the cosponsored business management courses is particularly gratifying," he said. "Most business failures stem from lack of management skills, and I am convinced that perhaps the most important means of assisting small firms lies in the field of management training."

Mr. Brown is a World War II veteran who joined with Paul T. Stolmaker in founding Precision Lithographers three years ago. The business has grown from a one-press operation to six integrated departments which specialize in offset color printing from art work through the bindery stage.

Sinclair and Valentine Opens New Kalamazoo, Mich., Plant

The official opening of Sinclair and Valentine's plant in Kalamazoo, Mich., occurred recently. The event featured an open-house reception and tour of letterpress, offset and screen process inkmaking facilities plus stocks of lithographic chemicals, plates, blankets and supplies.

Directing the new expanded operations are George Jillich, Chicago district manager, and Dan J. Math, manager of the Kalamazoo branch, with which the Detroit branch has been consolidated for serving the entire Michigan market.

Horace Hart Officially Appointed BDSA Printing, Publishing Director

All 24 industry divisions of the Business and Defense Services Administration of the U.S. Department of Commerce are now headed by career officials. Appointment of seven directors, including Horace Hart as head of the Printing and Publishing Division, marked the end of an arrangement under which the divisions were directed by men from private industry serving without compensation for sixmonth periods.

The BDSA Administrator H. B. McCoy pointed out that Mr. Hart and the other careerists were chosen on the basis of their qualifications and capabilities demonstrated in their prior assignments.

Mr. Hart had been acting director of the Printing and Publishing Division since its establishment was announced last November (THE INLAND PRINTER for December 1957). He has been associated with the Department of Commerce since September 1956 and was assistant director of the Forest Products Division before Mr. McCoy transferred him to the Printing and Publishing Division.

Prior to his government service, he was president of Leo Hart Co. in Rochester, N.Y., Playtime House, a subsidiary, and Franklin Colortype Co., producer of creative advertising material, general commercial printing, and fine books. He has served Printing Industry of America in various posts and is the author of several books on printing and typography, and of a bibliography of books on printing.

Washington, D. C., Printers Hold 2,000th Meeting

The Graphic Arts Association of Washington, D.C. staged its 2,000th consecutive weekly meeting on Jan. 24. Five of the seven men still living who attended the first session on Oct. 6, 1919, were present to hear Philip Talbott, president of the United States Chamber of Conserve, voice greetings from other business organizations and trade associations throughout the country.

Edgar B. Heimer, vice-president and general manager of Good Impressions, Inc., who attended the first meeting, presented a plaque to Ralph P. Dixon, president of George A. Simonds and Co., trade bindery which has had a representative at each of the 2,000 meetings. Mr. Simonds and his partner, Frank Rowzee maintained this perfect record for 35 years. After Mr. Simonds died and Mr. Rowzee retired, Mr. Dixon and Stanley Chase, vice-president, carried on.

The other four old-timers who attended the 2,000th meeting are Joseph Aukward, Karl V. Eiker, John P. Ruppert and William N. Schaefer. Frank P. Howard and George J. McClosky were absent.

Founded in 1914 by the late Franc Sheiry of Sheiry Press, the association with more than 100 company members represents the commercial printing industry in the nation's capital. Printing is the city's largest manufacturing industry employing some 10,500 workers with an annual payroll exceeding \$52-million. Ralph E. Dewhirst of American Printing Co. is the association's current president. Willard E. Brown of Judd and Detweiler, Inc. chaired the committee that planned the 2,000th meeting.

Opens Los Angeles Office

H. S. Crocker Co., Inc. of San Bruno, Calif., has opened a new regional sales office at 1151 W. Sixth St., Los Angeles.

Joseph Brown (c.), was the 10,000th small business owner to complete the business management course cosponsored by Small Business Administration and colleges and universities. At luncheon sponsored by Young Presidents Organization in New York he received Adelphi College citation from Wendell B. Barnes (I.), SBA Administrator while Walter E. Soderstrom, executive vice-president, National Assn. of Photo-Lithographers looked on. Mr. Brown is president of Precision Lithographers, Inc., Garden City Park, Long Island, N.Y. The program was featured on the NBC-TV "Tex and Jinx Jury" program





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ATLANTA, GEORGIA Whitaker Paper Company

AUGUSTA, MAINE Carter Rice Storrs & Bement

AUSTIN, TEXAS Carpenter Paper Company

BALTIMORE, MARYLAND Whitaker Paper Company

BILLINGS, MONTANA Carpenter Paper Company

BOSTON, MASSACHUSETTS
John Carter Company
Carter Rice Storrs & Bement

BRISTOL, VIRGINIA
Dillard Paper Company

BUFFALO, NEW YORK Alling & Cory Company

CHARLESTOWN, WEST VIRGINIA Copco Papers, Inc.

CHARLOTTE, NORTH CAROLINA Charlotte Paper Company Dillard Paper Company

CHICAGO, ILLINOIS
Bradner Smith & Company
Dwight Bros. Paper Co.

CINCINNATI, OHIO Whitaker Paper Company

CLEVELAND, OHIO Alling & Cory Company

COLUMBIA, SOUTH CAROLINA Palmetto Paper Company

Central Ohio Paper Company

CONCORD, NEW HAMPSHIRE John Carter & Company, Inc.

DALLAS, TEXAS Carpenter Paper Company

DAYTON, OHIO Central Ohio Paper Company

DENVER, COLORADO Carpenter Paper Company

DES MOINES, IOWA Carpenter Paper Company

DETROIT, MICHIGAN Whitaker Paper Company

EAST HARTFORD, CONNECTICUT Carter Rice Storrs & Bement

EL PASO, TEXAS Carpenter Paper Company FARCO, NORTH DAKOTA John Leslie Paper Company

FORT WAYNE, INDIANA Taylor Martin Papers, Inc.

FORT WORTH, TEXAS
Carpenter Paper Company

GLOUCESTER CITY, NEW JERSEY Rhodes Paper Company

GRAND ISLAND, NEBRASKA Carpenter Paper Company

GRAND RAPIDS, MICHIGAN Carpenter Paper Company

GREAT FALLS, MONTANA Carpenter Paper Company John Leslie Paper Company

GREENSBORO, NORTH CAROLINA Dillard Paper Company

GREENVILLE, SOUTH CAROLINA Dillard Paper Company

HARLINGEN, TEXAS Carpenter Paper Company

HARTFORD, CONNECTICUT
John Carter & Company

HOUSTON, TEXAS
Carpenter Paper Company

INDIANAPOLIS, INDIANA Indiana Paper Company

JACKSONVILLE, FLORIDA

Jacksonville Paper Company

Carpenter Paper Company

KNOXVILLE, TENNESSEE Dillard Paper Company

LINCOLN, NEBRASKA Carpenter Paper Company

LOS ANGELES, CALIFORNIA Carpenter Paper Company

Rowland Paper Co.

LUBBOCK, TEXAS
Carpenter Paper Company

MACON, GEORGIA Macon Paper Company

MEMPHIS, TENNESSEE Tayloe Paper Company

MIAMI, FLORIDA Everglade Paper Company

MILWAUKEE, WISCONSIN Dwight Bros. Paper Co.

MINNEAPOLIS, MINNESOTA Carpenter Paper Company John Leslie Paper Company MISSOULA, MONTANA Carpenter Paper Company

MOBILE, ALABAMA Partin Paper Company

MONTREAL, QUEBEC Inter City Papers Ltd.

NASHVILLE, TENNESSEE Bond-Sanders Paper Company

NEW HAVEN, CONNECTICUT John Carter Company Carter Rice Storrs & Bement

NEW ORLEANS, LOUISIANA D & W Paper Company, Inc.

NEW YORK, NEW YORK Aldine Paper Company American Paper Exports Inc. Harry Elish Paper Company George W. Millar & Co., Inc. Whitaker Paper Company

NEWARK, NEW JERSEY Central Paper Company

NORFOLK, VIRGINIA
Old Dominion Paper Company

OGDEN, UTAH Carpenter Paper Company

OKLAHOMA CITY, OKLAHOMA Carpenter Paper Company

OMAHA, NEBRASKA Carpenter Paper Company

ORLANDO, FLORIDA Central Paper Company

PHILADELPHIA, PENNSYLVANIA Rhodes Paper Company Whiting Patterson Company

PITTSBURGH, PENNSYLVANIA Whitaker Paper Company

POCATELLO, IDAHO
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PUEBLO, COLORADO Carpenter Paper Company

RALEIGH, NORTH CAROLINA Raleigh Paper Company

ROANOKE, VIRGINIA Dillard Paper Company ROCHESTER, NEW YORK Alling & Cory Company

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John Leslie Paper Company

SALT LAKE CITY, UTAH Carpenter Paper Company

SAN ANTONIO, TEXAS Carpenter Paper Company

SAN FRANCISCO, CALIFORNIA Carpenter Paper Company

SAVANNAH, GEORGIA Atlantic Paper Company

SEATTLE, WASHINGTON West Coast Paper Company

SIOUX CITY, IOWA Carpenter Paper Company

SIOUX FALLS, SOUTH DAKOTA John Leslie Paper Company

SPRINGFIELD, MASSACHUSETTS
Carter Rice Storrs & Bement

SYRACUSE, NEW YORK Alling & Cory Company

TACOMA, WASHINGTON Allied Paper Co., Inc.

TALLAHASSEE, FLORIDA Capital Paper Company

TAMPA, FLORIDA Tampa Paper Company

TOLEDO, OHIO Central Ohio Paper Company

TOPEKA, KANSAS Carpenter Paper Company

TORONTO, ONTARIO
Buntin Reid Paper Co., Ltd.
Inter City Papers Ltd.

UTICA, NEW YORK Alling & Cory Company

VANCOUVER, B. C. Coast Paper Ltd.

WASHINGTON, D. C. Whitaker Paper Company

WILMINGTON, NORTH CAROLINA Dillard Paper Company

WILMINGTON, DELAWARE Whiting Patterson Company

WINNIPEG, MANITOBA Clark Papers Ltd.

WORCESTER, MASSACHUSETTS
Carter Rice Storrs & Bement

CONVENTIONS WHAT - WHERE - WHEN

MARCH

Printing Industry of America Rotary Business Forms Section, Edgewater Beach Hotel, Chicago, March 18-21.

Folding Paper Box Association of America, Waldorf-Astoria Hotel, New York City, March 19-

International Typographic Composition Asso-

ciation, management conference, Hotel Miramar, Miami, Fla., March 21-22. Packaging Machinery Manufacturers Institute, technical session, Convention Hall, Atlantic City, N. L. March 24-26.

Packaging Machinery Manufacturers Institute, biannual packaging machinery and materials exposition, Convention Hall, Atlantic City, N.J., March 25-28.

Book Manufacturers Institute, midyear meeting, Hotel Plaza, New York City, March 27.

Lithographic Technical Foundation Forum,

Netran's Memorial Bldg., Detroit, March 28-29.
National Paper Trade Association, annual meeting, Waldorf-Astoria Hotel, New York City, March 31-April 2.

Art Directors Club, Annual Exhibition of Advertising and Editorial Art, Waldorf-Astoria Hotel, New York City, April 1-10. Visual Communications Conference, Waldorf-

Visual Communications Conference, Waldorf-Astoria Hotel, New York City, April 2-3.

Printing Industry of America Local Managers' Institute, Kenwood County Club, Washington, D.C., April 7-10.

Graphic Arts Trade Association Executives,

spring meeting, Kenwood Country Club, Washington, D.C., April 11-12.
Society of Typographic Arts, Design in Chicago printing exhibition, Art Institute, Chicago, April

11-May 18.

International Association of Printing House Craftsmen. Sixth District Convention, Plankinton House, Milwaukee, April 11-12.
International Association of Electrotypers &

Anternational Association of Electrotypers & Stereotypers, spring technical conference and exhibition, Hotel Carter, Cleveland, April 14-15.

Point-of-Purchase Advertising Institute, annual symposium and exhibition, Sheraton-Astor Hotel, New York Cite April 15-17

New York City, April 15-17.

School of Printing Management, Management Conferences and Alumni Seminars, Carnegie Insti-

Conterences and Alumni Seminars, carnegic insu-tute of Technology, Pittsburgh, April 17-19. International Association of Printing House Craftsmen, 12th District Conference, Surf Rider Inn, Santa Monica, Calif., April 19. Type Directors Club of New York, International

Typographic Design Seminar, Silvermine Guild of Artists offices, Silvermine, Conn., April 26.

Printing Industry of San Antonio, annual Texas conference of printing management Gunter Hotel, San Antonio, Tex., April 26-27. Lithographers National Association, annual con-

vention, Arizona-Biltmore Hotel, Phoenix, Ariz., April 28-May 1.

Printing Industry of America Ticket and Coupon Section, annual meeting, Lake Shore Club, Chicago, April 30.

MAY

Eastern Seaboard Conference of the Graphic Arts Industries, Chalfonte-Haddon Hall Hotel, Atlantic City, N.J., May 1-3. National Association of Litho Clubs, annual convention, Shoreham Hotel, Washington, D.C.,

May 1-3.

International Association of Printing House Craftsmen, Ninth District Conference, Adolphus

Crattsmen, Ninth District Conterence, Adolphus Hotel, Dallas, May 2-4.
DRUPA—International Fair Print and Paper, Düsseldorf, Germany, May 3-16.
American Society of Training Directors, annual conference, Sheraton Park Hotel, Washington, D.

C., May 6-8.

Printing Industry of America, financial conference, Edgewater Beach Hotel, Chicago, May 8-9.
International Association of Printing House
Craftsmen, Third District Conference, Royal York Hotel, Toronto, Canada, May 9-10.

Technical Association of the Pulp and Paper

Industry, coating conference, Bedford Springs Hotel, Bedford Springs, Pa., May 14-16. Pacific Coast Typographic Composition Association Conference, Multnomah Hotel, Portland, Ore., May 15-17.

International Association of Printing House Craftsmen, Seventh District Conference, Hotel

Cratismen, Seventh District Conference, Hotel Charlotte, Charlotte, N.C., May 16-17.

National Association of Photo-Lithographers, directors midyear meeting, Hotel Commodore, New York City, May 16-17.

Southern Graphic Arts Association, annual convention, Brown Hotel, Louisville, Ky., May 19-21.

National Association of Printing Ink Makers, annual convention, Bedford Springs Hotel, Bedford Springs, Pa., May 19-22.

Research & Engineering Council of the Graphic

Arts Industry, annual meeting, Edgewater Beach

Hotel, Chicago, May 21-23. International Typographic Composition Association, spring conference, aboard "Queen of Bermuda" out of New York City, May 23-28.

International Association of Printing House Craftsmen, Fifth District Conference, Pantlind Hotel, Grand Rapids, Mich., May 23-24. American Management Association, National

Packaging Conference, Statler Hotel, New York City, May 26-28.

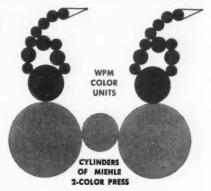
American Management Association, National Packaging Exposition, Coliseum, New York City, May 26-30.

JUNE
Printing Industry of America Web Offset Section, Edgewater Beach Hotel, Chicago, June 5-6.
American Society of Mechanical Engineers, materials handling conference, Public Auditorium, Cleveland, June 9-12.

National Flexible Packaging Association, west coast meeting, Biltmore, Los Angeles, June 11.
Southwest Litho Clinic, Rice Hotel, Houston, Tex., June 20-22.

Engraved Stationery Manufacturers tion, annual convention, King Edward-Sheraton Hotel, Toronto, Canada, June 22-25.

WPM Color Units team up with 2-color Miehle Presses to give you MORE PROFIT



Designed to

to give you 4-Color Printing in the same press running time now required for 2 colors only!



Illustration shows a Miehle Press converted from a 2-color press to a 4-color press by adding two WPM color units. WPM color units can be locked out in seconds for standard press use.

WESTERN PRINTING MA-CHINERY Color Units are specifically designed to be installed permanently on the Miehle 2-color letterpress to provide you with a low-cost method of printing 3 and 4 colors in the same press running time you need for 2 colors only.

WPM Color Units are precision built, and synchronized with the 2-color press, giving 4-color printing with hair-line register, and sheets traveling but once through the press.

Without obligation, our engineering staff will show you how WPM Color Units and Miehle Presses work together to increase your profits.

WESTERN PRINTING MACHINERY CO.

3519 N. Spaulding Ave. • CHICAGO 18, ILL.

Manufacturers of Color Units for Miehle flatbed presses. Converters of FLATBEDS to ROTARY and HONEYCOMB PLATE CYLINDERS



Teamed for PROFIT . . . WPM Color Units on Miehle Presses.



Technicians and research men from Minnesota Mining and Manufacturing Co.'s Printing Products Division received valuable information from their recently completed nationwide survey on the how and why of hand makereadies. The overlay sheets and printing samples shown revealed much information

Minnesota Mining and Manufacturing Co. Conducts Letterpress Makeready Study

What is believed to be the first nationwide survey ever attempted on letterpress makeready under controlled conditions has been completed by the Minnesota Mining and Manufacturing Co.

One conclusion drawn by the survey was that spotting-up is unstandardized as to method, degree of quality, and time taken to complete the spot-up. Also, there seems to be little or no correlation between a man's length of experience and his ability or speed in making ready.

Edward J. Kane, general manager of 3M's Printing Products division, explained that the survey was undertaken for the purpose of acquainting letterpress printers with the facts of hand makeready.

The survey was conducted under conditions which were controlled as closely as possible. First, a mixed form 11x13 was assembled consisting of used electros, a new zinc solid, heads in Monotype, and Linotype copy.

Without correcting any portions by underlaying or interlaying, 13 practically identical electros were made, with special effort toward uniformity. All were made from the same original. The electros were mounted on magnesium bases to prevent any changes from humidity.

The forms were then sent to 3M representatives in all sections of the country with specific instructions for use of the form. The men were asked to contact reputable letterpress houses and ask them to run a job using the test form. Shops using "3M" brand makeready were not used.

First the pressroom foreman made an estimate of how long it would take to

make and mount the overlay to run the form for "a very high quality job." It was specified that the estimated time was to be figured from lockup of the form to "okay-to-run."

It was specified that an experienced, veteran pressman was to run the job. The press could be any press larger than a Miehle V-50. The 3M representative was present during the entire run and he timed the pressman to ascertain what the actual time was for making and hanging the overlay.

Time studies conducted with the survey showed a four-hour and 12-minute variation between the least time taken and the most time taken to make ready the 11x14 form.

Board on Printing Type Faces Wants Information From Printers

(Concluded from page 85)
lapse in taste, but he can't be blamed for giving in to the pressure.

Membership on the National Board on Printing Type Faces is made up of two representatives each of the American Institute of Graphic Arts, Art Directors Club of New York, Advertising Typographers Association of America, Printing Industry of America, Society of Typographic Arts of Chicago, and the Type Directors Club of New York. Each member is qualified by reputation, ability, and experience to evaluate type and design.

The board will undoubtedly be glad to hear from interested printers. The effectiveness of the group can certainly be increased by a variety of information.

Good Lubrication Extends Life of Printing Presses

(Concluded from page 83) inder grippers open, thus providing ϵ_{ab} access to most oil holes.

12. Remove all surplus oil from bed bearers, cylinder bearers, feed boards, delivery, and other areas where excess oil can be a hazard.

13. Gear casing oil should be drained and refilled twice per year in accordance with seasonal changes, using amounts and type of oil specified by the manufacture-

14. If adjustments to automatic lubification systems should become necessary, the press must be carefully watched for a minimum of the next eight hours of operation to make certain that bearings do not overheat.

Lubrication is a daily procedure, and should immediately follow the cleaning operations performed at the beginning of the shift. It is a vital part of plant maintenance. Replacement of press equipment has become extremely costly because of rising prices. Furthermore, due to increased demands for printed products, greater operational strains are placed on existing equipment. Proper lubrication maintains and prolongs the life of printing presses.

The accompanying chart is provided as a guide for the frequency of the various lubrication operations. (It is suggested that these operations be put into chart form such as recommended on page 75, THE INLAND PRINTER for March 1957.) The frequency of lubrication chart is based on normal plant operation—one shift, 40-45 hours each week.

Mergenthaler Re-elects Directors

Shareholders of Mergenthaler Linotype Co. reëlected the company's directors at the annual shareholders meeting held recently in New York. Glenn E. Taylor, Jr., treasurer, said that earnings for the fiscal quarter that ended Dec. 31, 1957, probably would prove to be less than half of those for the same period of 1956.

Portable TV set was awarded to Gordon Brown, research director for National Carbon Paper Co., Sturgis, Mich., for naming the new 60-, 66-, and 69-inch cutters made by Lawson Co., New York





Graphic Arts Related Training class sponsored by the Graphic Arts Association of Connecticut and Hartford Regional Technical School recently visited Esleeck Manufacturing Co., Turner Falls, Mass., paper mill. The plant tour was part of the two-year training program to give new employees a broad knowledge of the graphic arts field. From left, shaking hands is Kenneth Orr, instructor; F. Raymond Andrews, Esleeck president, and (at far right wearing hat) Donald P. Weston, Esleeck vice-president

Cottrell Co. Names New Vice-President, Manager

Charles M. Baker, Jr. has been named vice-president and general manager of the Cottrell Co., Westerly, R.I. Cottrell is a subsidiary of Harris-Seybold Co., a division of Harris-Intertype Corp. Mr. Baker was formerly the Westerly division manager for Cottrell. Albert J. Graf, formerly vice-president and general manager, was named senior vice-president of Cottrell.

Mr. Baker joined Cottrell in 1955, moving up from the post of assistant division manager of the Dayton, Ohio, plant of Harris-Seybold Co. He has been with the Harris organization since 1935.

Stationery Assn. Officers Attend February Meeting

Twenty of Engraved Stationery Manufacturers Association's officers and directors plus 19 representatives of 14 other member firms attended a board meeting Feb. 3-4 in Los Angeles.

They heard that cost ratio study forms would go to members soon and that the eighth edition of proper forms for use in plant operations would be ready before June. Discussion of requests from members as to where they might purchase good quality master plates of modern design indicated that appropriate prices would be paid while efforts to interest suppliers are continued.

The board approved a proposal to stage the 1959 to 1963 annual conventions in Houston, Williamsburg, Va., Chicago, Boston and Minneapolis. This year's parley is timed for June 22-25 at Hotel King Edward Sheraton in Toronto.

It was reported that more than 125,000 advertising inserts for mail promotion of sales had been sold to members since last October. These inserts were made available to nonmember engraving companies. ESMA's address is 321 Tower Building, Washington, D.C.

K-C Starts Ink Testing Program for Coated Papers

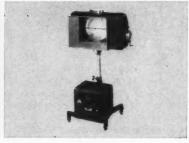
A continuous ink testing program has been introduced by the Kimberly-Clark Corp. to bring about better printing results through improved compatability of inks and coated papers. The program provides manufacturers of ink with a kit of Kimberly-Clark's coated printing papers with which to test their inks.

The information obtained from the tests is used by Kimberly-Clark's research and development laboratories to design trouble-free printing papers. Kits include paper samples for testing and analysis sheets for recording information on printability, absorbency, drying, pick resistance, gloss retention, binding and special factors relating to each ink for different grades of paper.

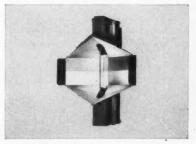
light of the power you need for the job



TRI-POWER THREE PHASE HIGH INTENSITY ARC PRINTING LAMP FOR USE WITH PRINTING FRAMES 50" x 70" AND LARGER Bursa time of three carbon to produce a single light source three limes as powerful as the 164 ampere Grater. Dual fusion notes automatically compensates for any trainless in the carbon burning throughout the 1½-boar time. Indicating meter and tup-changing switches permit accurate compensation for line voltage changes. May be related 344". Blumer automatic gases. Long life glass insubied transformers.



GRAFARC 140 AMPERE HIGH INTENSITY ARC PRINT-ING LAMP FOR USE WITH PRINTING FRAMES AO": X
50" AND LARGER Twice as powerful as he swerzeg printing lump, this lump cets exposers time in half. Like all Strong printing lumps, swiform light coverage is provided, with Illumination variables entirely eliminated. Sharper propediction results from their use. There is no did underestitatig. The moster is ample in size, fully automatic and reliable. Models for Muostryn Husbert MM phote composing enachies assure precisio control of intensity for accurate repeats.



GRAFARC CHALLENGER 75 and 110 AMPERE HIGH INTENSITY CAMEER ARC LAMP Quick stilling of the are permits accurate appeares of as short as 5 seconds. Accurate desaity occlusive repeales of line voltage variations. Constant color temperatures. Power-packed for dense Kodockromes. When lamp is concrited the deal function moter instantly advances the carbons, strikes the arc, stabilishes covered gap length, and leads the carbons so as to maintain the proper gap throughout the harming of the trim. Figgra-tip control automatically accurate years.

advances the carbons, strikes the are, establishes correct pathe carbons as as in maintain the proper gas threeghout the burning of the trim. Finger-tip centrel automatically separates the carbon holders to full expended length for insertine of new carbon trim, eshobeling dutch and masual rature. Dual leasy operation from one transformer saves time and money on institution. Also available double decked with counter-balanted sunsear!



GRAFARC 9.5 AMPERE HIGH INTENSITY ARC PRINT-ING LAMP FOR USE WITH PRINTING FRAMES UNDER 40" x 50" A with the 140 maper printing lane, vertead medis are available for use with horizontal printing frames. They bern in normal position, thus avoiding amaking of the reflector and preventing sub-from depositing on surtaces in the light sub. So-your decider or used for literature, celling





THE STRONG ELECTRIC CORPORATION . 57 CITY PARK AVENUE . TOLEDO 1, OHIO

TREASURY SURPLUS CONCERNS ADMINISTRATION



Ohio Litho Association To Sponsor LTF Forum

By Edgar C. Hanford

The Miami Valley Lithographers Association will sponsor a Lithographic Technical Foundation Forum on April 18-19 in Hotel Netherland Hilton, Cincinnati. More than 500 graphic arts craftsmen and executives are expected to attend. Invitations have been extended to trade groups in Ohio, Kentucky and Indiana, but anyone in the industry may attend.

The forum, first in Cincinnati in ten years, will be conducted by Michael H. Bruno, LTF research manager. He will be assisted by Frank Preucil of the LTF research staff and Wade E. Griswold, executive director of LTF.

Arrangements committee members are Thomas E. Brinkman, Cincinnati Lithographing Co., chairman; William T. Stevenson, Stevenson Photo Color Separation Co.; Andrew Donaldson and Harold A. Merten, Jr., Strobridge Lithographing Co., and John D. Rockaway, Miami Valley managing director.

The association is now accepting reservations at its office, 1401 Enquirer Building, Cincinnati 2. Fees are \$12.50 per person prior to April 1, \$15 thereafter, and \$9 for the Saturday only sessions. Fees include cost of coffee breaks and a Saturday huncheon.

Inland Litho Forms Subsidiary

The Inland Lithograph Co., Chicago, has announced the formation of Inland Displays, a subsidiary of the parent firm. The new division will be headed by John W. Lacey, who will be vice-president and general manager. The purpose of the subsidiary is to provide merchandising counsel, design and production on various types of advertising displays.

LTF Issues Brochure to Explain Need for Glessner House Purchase

The Lithographic Technical Foundation is using a color brochure, titled "Better to Serve You," to tell why it became advisable to raise \$80,000 for purchasing Glessner House in Chicago, its research headquarters.

The illustrated text points out that the original occupancy agreement with the Illinois Institute of Technology expired at the end of 1957 but it was extended to April 1 this year with the option to buy the building on that date for \$70,000. An additional \$10,000 is needed to cover legal and other costs. By Feb. 20 more than 60 companies, groups and individuals had contributed and pledged over \$70,000, enough to buy the building on April 2, but not enough to cover extra costs.

The brochure notes that the cost of building or buying new facilities would be much greater than the \$80,000 needed for taking over Glessner House; that moving to another Chicago location could cost at least \$150,000, and that moving out of the city might cost \$200,000, cause the loss of at least six months of research and at least half of the research personnel.

It is emphasized in the brochure that the decision to buy Glessner House is already benefiting LTF members because it made available additional space for setting up more efficient use of present laboratory facilities. Photos show the new, enlarged and consolidated pressroom, and there are drawings showing basement, first and second floor layouts before and after expansion. Full color photo reproductions highlight research under this heading:

Ralph P. Dixon (I.), George A. Simonds and Co. president, receives a plaque citing his firm for being represented at all 2,000 consecutive weekly meetings of Graphic Arts Association of Washington, D.C. Edgar B. Heimer, Good Impressional, Inc., one of seven men still living who attended first meeting in 1919, presents the plaque to him



"LTF's many services return \$20 for ever dollar you give."

The final page carries this message "Only you, the collective members and friends of LTF, can insure that it can continue to increase its service to you by contributing as much as you can to the Laboratory Building Research Fund . . . Ever dollar you give is tax deductible. Don wait till the last minute."

LTF plans to place in the research building a permanent plaque listing the names of all contributors without listing the amounts given.

LTF Research Department Holding Two-Day Seminar

The Lithographic Technical Foundation Research Department has recently been experimenting with the seminar method of advanced instruction for experienced craftsmen. The seminars are concentrated two-day discussion, demonstration and practice sessions and are limited to ten men.

The laboratory is currently scheduling a number of these seminars on process color reproduction, platemaking, and paper and ink. The meetings will be held at LTF's Glessner House, 1800 S. Prairie Ave., Chicago 16.

The color seminars will be conducted by Frank Preucil, supervisor of the LTF Photographic Division, and his staff. They are designed for experienced craftsmen to help organize their thinking and knowledge and to put LTF's new information on color reproduction to work in their plants. The next color seminar will be held April 14-15.

The platemaking seminars will be conducted by Edward Martin, supervisor of the LTF Reduction-to-Practice Division and his staff. They are designed for platemakers and pressmen. They will consist of advanced information on the platemaking processes and the handling of plates on the press. May 26-27 are the dates.

Paper and ink seminars will be conducted by Robert F. Reed, LTF research consultant and Charles Borchers, supervisor of the LTF Paper and Ink Division. They are designed for printing technologists and paper and ink technicians. Subject matter will include common paper and ink problems. The next paper and ink seminar will be held on March 24-25 and another is scheduled for July 14-15.

The fee for each seminar is \$100 per person for the two days. Luncheons for both days are included in the fee. Reservations are limited to the first ten applications received.

THE TIME YOU SAVE WITH

HEIDELBERG AUTOMATIC WASHUP ALONE PAYS FOR YOUR PRESS



Your plant probably averages 2 press washups per day. Completely automatic Washup—exclusive on Original Heidelberg Cylinder and Platen presses—saves up to ½ hour per washup. This can mean a yearly saving of over \$1800. And this is just one of the advanced time-saving features of these ultra-modern presses that mean a lifetime of profitable, top quality printing. Request a demonstration today.



distributors:

HEIDELBERG EASTERN, INC., GLENDALE, L.I., N.Y.
HEIDELBERG WESTERN SALES CO., LOS ANGELES, CALIF.
HEIDELBERG SOUTHERN SALES CO., HOUSTON, TEXAS

a Trye salesman under every bush?

Well, not exactly . . . but we do maintain quite a force of experts in our sales department. Frye salesmen represent Frye only, and are no mere "order takers". They are specialists, equipped by training and experience to help you . . . to give you the "service after the sale" that can be so important to the efficient operation of your plant.

In Frye's 46 years of manufacturing quality carbon paper, service has been a primary consideration in every sale. Frye men travel thousands of miles a year checking, helping to unravel those unavoidable production snags and keeping an ear cocked for the "special problem" carbon paper needs which are a Frye specialty.

If YOUR problems revolve around printed forms that require carbon paper, you owe it to yourself to talk to one of the men from Frye. There's one located near you, and a letter to us will bring him "on the double".



MANUFACTURING COMPANY

2531 Dean Avenue

Des Moines 4, Iowa

New York Panel Solves Offset Problems for NYEPA Members

(Concluded from page 57)

the press are sometimes inadequate, especially when running narrow sheets or when much less water is needed in some work areas than in others.

Two basic types of water stops, according to the speaker, are the well-known roller squeegee for presses which run with a cloth sleeve, and the drag type for fountain rollers without cloth sleeves.

The new drag-type variable control has the advantage of individual fingers, each only one inch wide, which can be positioned according to requirements. Each stop has a tapered end which makes it possible by adjusting pressure to remove exactly the amou of water desired.

Turning to a contain problems, Mr. Conheimer said that agitation is essentiand avoid separation and lack of uniformity. Modern ink agitators, he said, have a cone which revolves in the opposite direction from their movement along the ink fountain. "This gives an action similar to that obtained in the ink mill which the ink maker uses to grind the inks," he pointed out. "It also forces the ink down along the fountain blade where it forms the 'nip' with the fountain roller."

This, he said, assures a continuous, uniform flow of ink, even with the smallest amount in the fountain.

Split-fountain work, Mr. Gegenheimer pointed out, presents the problem of keeping the colors separated in the ink fountain and keeping the colors separated on the rollers. The adjustable fountain divider has a soft felt liner, he said, which forms a light cushion with both the fountain roller and the fountain blade. It follows the blade as it is adjusted to meet the varied ink requirements.

Color separation on the rollers is accomplished by the rotary separator which scrapes off the ink in the overlapping section of the roller, he explained. This eliminates the need for cutting the rollers.

Concluding his talk, Mr. Gegenheimer explained the operation of press wash-ups and said that a new type blade has been developed to avoid wearing the surfaces of copper-plated or ebonite rollers.

Theodore F. Makarius (Pope & Gray) next presented an evaluation of dampener cleaners, grain rollers, sheet cleaners and press lubrication.

Major cause of dirty dampeners is running too much ink, Mr. Makarius said. Dampener cleaners will solve the problem, but few people know how to put the dampener covers on correctly, he pointed out.

"If the dampener is not put on correctly, if one end of the dampener is set tighter than the other, you are bound to ger too much water," Mr. Makarius warned

Another problem, he said, is that presses are operated with so much bacteria in the fountain solution that the flannel in the dampener gets eaten up and will not hold as much water as it should. Mr Makarius advised periodic inspection of the flannel.

On the subject of grain rollers, the speaker conceded that they will remove excess water but said that lack of uniformity on the surface of the rollers is often a problem. He recommended that this purpose could be better served by covering two intermediate rollers with leather, smooth side out, and keeping a slight nap on them. If this is done, an extra set of rollers will be needed for color work

Mr. Makarius emphasized that nothing is more important for lithographers than keeping rollers in good condition. Once rollers become glazed and oxidized, good lithography becomes impossible.

Sheet cleaners, said the speaker, can be tremendously helpful in avoiding hickies. More hickies are caused by loose lint on paper than by any other factor, he explained. It helps to brush the sides of paper stock with a wire brush, but installation of sheet cleaners on the press should be even more effective, Makarius said.

With regard to press lubrication, Mr. Makarius urged that it be done by an experienced, responsible person and not left to the newest boy in the shop. He told of a shop in which #5 varnish had been used to lubricate a press because it came in the same type drum as lubricating oil.

Before adjourning the meeting, Mr. Chernoble spoke on the importance of using no-offset spray products bearing the "approved" label of the Graphic Arts Spray Manufacturers. He pointed out that these products are analyzed each year by an independent testing laboratory to assure the maintenance of high health and safety standards.

Philadelphia Bindery Company Moves to Modern Building

Bless Bindery Co., Inc., Philadelphia, has moved to larger quarters at South and Water Sts., where one-floor space in a modern concrete building runs to 25,000 square feet.

Bernard Bless, president since 1952, is the son of the late Louis Bless, who founded the company as a one-machine enterprise 38 years ago. Now 50 machines for cutting, folding, stitching, trimming, indexing, sealing, drilling and other operations include a newly installed automatic folder said to be the largest of its kind.



King Cotton Papers for better records

When performance is important for business record-keeping, better papers made from cotton fibers are usually specified. Parsons King Cotton ledgers and index are the accepted standard by government and business . . . and can be for all your better records.





Parsons King Cotton Ledgers and Indexes make printing profits better!

For over 100 years, printers generally have recognized that their own business can be improved by printing on Parsons King Cotton Papers. These same printers tell us that Parsons helps them earn . . .

- Greater customer respect
- Larger profits on each job
- More repeat orders

When you stock and sell Parsons King Cotton Papers, you get full advantage of Parsons national advertising

(one of the series shown at the left), backed up by effective sales helps. Parsons cotton fiber papers are competitively priced; completely uniform in color, surface and printing characteristics; and are stocked by a fine paper merchant in your area. When necessary, Parsons can fill orders from mill stocks on any item.

Parsons King Cotton Papers:

Cotton Content Parsons Ledgers
100%
Extra No. 1
100%
Parsons Linen Ledger
75%
Defendum Ledger
50%
Mechano Form Ledger
25%
Crest Ledger
Parsons Indexes
100%
Mechano Form Index

Arkon Index Crest Index 9M

Mail to:
Parsons Paper Company
Holyoke, Massachusetts
Gentlemen:
Please send your guide
book. How to get what
you need in record-keeping papers and index cards

Name

Company

Address

City

State

Position

Larsons papers



Parsons Paper Company, Holyoke, Massachusetts

Mutual Uses Spot Carbons To Save Time and Money

(Concluded from page 65)

bears, in addition to the name, address, etc., transferred from previous sheets, a "follow-up" form with blanks for main office use.

The final part of the set is the home office index card. This is also a small ticket, with data transferred from the sheets above it by means of a tissue with spot carbonization on the back. The portion not needed-the stub-is removed at the perforation and discarded.

The advantages of this compact form are obvious. With one writing operation the field man writes the name and address and any other pertinent information about the applicant, some of it going through all sheets in the form. This saves time and reduces the chance of error. By the use of spot carbon wanted information is transferred, saving the unused space on each sheet for other purposes.

The second sheet, in particular, is compact, with provision for use on both sides, and holes at the top for posting in the home office ledger. Then there is the time saved through not having to fill out the application and index cards individually, perhaps only a minute or so for each set of forms, but multiplied by a large number per year, a considerable saving in the aggregate. And of equal importance is the reduced chance of error by doing all the writing (of application number, applicant's name, address, etc.) at one time and in one operation.

Though this description of MONY's use of certain forms represents only a small part of its operations, it is typical of the program of simplification which has been going on and will continue for a long time. The emphasis in this report has been on the physical arrangement and methods of duplication.

The base of improvement has been much wider than this. For example, consideration is given to the phrasing of questions to reduce the time and space needed for answers. In many instances, questions have been rephrased to eliminate the need of writing through substitution of a check mark in a blank.

The idea of economy pervades the entire MONY organization. Though the company owns the building it occupies at Broadway and 55th Street, in New York, each square foot of space must pay its way. Every worker, every business machine, every form must serve the policyholders as efficiently as possible. All the forms described here meet this specification. Through gradual almost imperceptible changes they will continue to improve as time goes on.

Motion Picture on "Color Magic" Offered by Interchemical Corp.

Interchemical Corp. has released a second 16mm motion picture on the subject of color. The first one, "This Is Color explained the physics of color. Entitled "Color Magic," the new film takes its audience into a color consultant's studie and clarifies the mysteries of lighting visibility, color associations, and size il lusions created by advancing and receding

It illustrates the principles involved in using color in industry, design, and in the home. Showings may be arranged through Interchemical representatives or the company's headquarters at 67 West 44th St., New York 36.

Lanman Co. Opens New Plant

Lanman Engraving Co., Washington, D.C., which has a branch plant in Alexandria, Va., has opened a third plant in West Palm Beach, Fla. The latter is said to be the first complete four-color photoengraving plant in the southern Atlantic coastal region. Lanman's president is T. Halter Cunningham. Vice-president and treasurer E. Wayne Tyler has temporary supervision of West Palm Beach operations. Lanman sales and service offices are located in Baltimore, Philadelphia and New York City.

UNITED ROTARY PRESS

Why more and more printers are turning to UNITED for their rotary press needs.

- . LOWER INITIAL COST
- . MINIMUM MAINTENANCE
- FREE SERVICE INSTALLATION
- QUICK DELIVERY

Because years of instrument and machine engineering experience are built into each United Rotary Press, you are assured of maximum operating time with minimum down time.

EVERY UNITED ROTARY PRESS carries a full year's warranty on workmanship and materials!

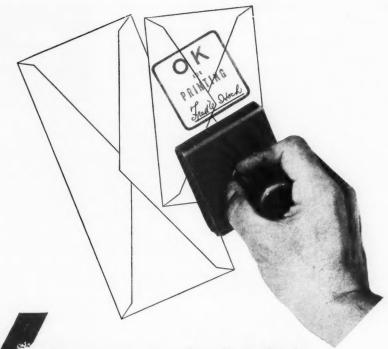
Continuous Forms

Snap-Out Forms BOTH ON UNITED ROTARY

Exclusive patented Multi-Size Cylinder makes UNITED RO-TARY several size presses in one. Easy change-over from 14 to 26" cylinders.

PURCHASERS OF OUR EQUIPMENT are entitled to the service of a factory representative to assist and supervise installation, and to instruct personne in operation and maintenance. THERE IS NO CHARGE FOR THIS SERVICE.

THE UNITED MACHINE COMPANY



U.S.E. FLAP is your <u>winning bid</u>
for envelope printing at a profit

To meet the growing demand for high quality white wove envelopes at competitive prices, U.S.E. developed V-flap — the envelope made directly from a roll of the finest bright-white paper, at three times the speed and with one-ninth the stock waste of conventional die-cut methods.

Now — the Hoch Survey Report gives further assurance of the profitableness of this line. Fred W. Hoch Associates, Inc., well-known graphic arts consultants, made a thorough test of V-flap envelopes on 16 types of presses — letterpress and offset — including all makes of presses commonly in use in the printing trade for the printing of commercial envelopes.

The results of this study are available to you in the booklet, "OK For Printing." The U.S.E. V-FLAP line enables you to offer the winning bid for white woves in commercial and official sizes at a normal profit for you.



This booklet illustrates the 16 presses and gives the results with each. Ask your envelope supplier for a free copy or write to Advertising and Sales Promotion Department.

EP-1

U.S.E. helps you



get business, and hold it, too

UNITED STATES ENVELOPE

COMPANY



Springfield 2, Massachusetts 15 Divisions from Coast to Coast

Wisconsin College Is Site For Printing Education Parley

Stout State College in Menomonee, Wis., will be the scene of the 33rd Annual Conference on Printing Education sponsored by the International Graphic Arts Education Association and dated for Aug. 3-7. These days were selected to permit registrants who are members of Printing House Craftsmen's Clubs to attend their international convention the following week in Detroit.

Program chairman for the Menomonee event is Lloyd Whydotski, who heads the Stout Printing Department. His belief that graphic arts teachers need more training in all phases of offset printing indicates that a large part of the program may be devoted to sessions on this subject.

Dr. Verne C. Fryklund, president of Stout State College, and Dean John A. Jarvis of the Division of Industrial Education, will arrange to grant one unit of college credit to each registrant.

Lawson Philadelphia Office Moved

The Lawson Co., a division of Miehle-Goss-Dexter, Inc., has moved its Philadelphia office to larger quarters at 1015 Chestnut St., where offices of the Miehle and Dexter divisions are also located.



Those interested in literature described are asked to write direct to the company listed in the item

M-G-D Materials Handling Folder

A folder describing the services of its materials handling division is offered by Miehle-Goss-Dexter, Inc., 220 E. 42nd St., New York City; 5601 W. 31st St., Chicago, and 55 New Montgomery St., San Francisco, Calif. "Engineered Materials Handling Systems for the Newspaper Plant" is the title. Mail room operation and the handling of newsprint rolls and stereotype plates are topics covered.

Lawson Hi-Speed Drill Folder

A new Hi-Speed multiple head drill is described and illustrated in a folder available from the Lawson Co., division of Miehle-Goss-Dexter, Inc., 426 W. 33rd St., New York 1. Two or more round or slot holes can be drilled in a 2½-inch lift of paper in two seconds by the drill, according to the information given. Optional equipment is also described.

ATF Type Index and Price List

A new edition of ATF's "Handy Type Index and Price List" shows all faces now being manufactured for stock plus Baskerville Roman and Italic, Bulletin Typewriter, Caslon Openface, Century Expanded and Century Expanded Italic, which have been restored permanently to the active line. The catalog also gives complete information on sorts, spaces and other foundry products. Copies may be obtained from American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N. J., or from ATF type dealers.

Sheet From Heidelberg 15x201/2

A full-size sheet printed in four colors shows the printing done on a new 15x 20½-inch Heidelberg automatic cylinder press. One side, printed in the four-color process, illustrates the press and describes its features and specifications. Copies are available from Heidelberg Sales and Service, 73-45 Woodhaven Blvd., Glendale 27, N.Y.; 1700 S. Wall St., Los Angeles 15, or P.O. Box 12301, Houston 17, Tex.

Magnetic Drive Machine Described

How a magnetic drive motor called the Ampli-Speed is used to drive bindery equipment in a printing plant is the subject of a bulletin offered by Electric Machinery Manufacturing Co., 800 Central Ave., Minneapolis 13. The unit can automatically reduce speed during malfunction and then automatically allow full speed to be regained. Illustrations of the



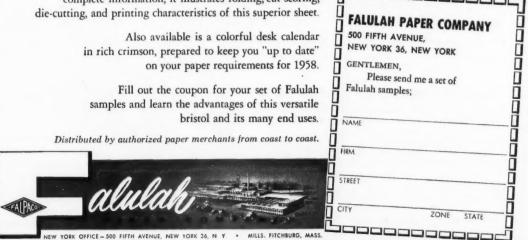
If it's big production you want, here's your answer . . . the new, improved N-D Combination Feeder-Perforator-Jogger assembly that sets you up to turn out really big volume F-A-S-TI The all-new striker mechanism is the most positive ever devised for a slot hole perforator, and allows a speed increase of MORE THAN 30% on strike work over any other N-D perforator ever built. And it's os simple, so COMPLETELY AUTOMATIC one operator can easily handle 2 such set-ups. The Perforator connected between the Feeder and the Jogger is the new precision 30", 36", 42" or 45" model. Produces 7,500 SHEETS PER HOUR on straight-run work, 17x22 sheet, with proportionate speeds on other sizes. Sheets delivered ready for packaging. It's great unit . . . a remarkable production builder. By all means, check into it.

NYGREN-DAHLY COMPANY
1422-32 ALTGELD ST. CHICAGO 14, ILL., USA.



on your paper requirements for 1958.

Fill out the coupon for your set of Falulah samples and learn the advantages of this versatile



Please send me a set of

Falulah samples;

machine are included. The folder is No. 5 of "Ampli-Speed Notes."

Fotosetter Type Face Catalog

Intertype Co. has issued a "Fotosetter Type Faces" catalog running to 224 pages and showing 161 basic fonts of 6-, 8-, 12and 18-point Fotomats, machine-set sizes from 4- through 54-point and enlargements of selected type faces through 180-

Detailed information includes upper and lower case alphabet lengths for each size and face, characters per pica, kerning and swash characters wherever available, points, figures and supplemental charac-

ters. The catalog also contains data on Fotofont schemes, Fotosetter lenses and maximum line lengths, keyboard diagrams, utility characters, and 8-, 12- and 18-point Fotomats suitable for grocery ad composition.

Fotosetter products and advantages are described and there are suggestions for ordering Fotomats. The catalog may be purchased from Intertype, 360 Furman St., Brooklyn 1, N.Y., or from the company's representatives.

Rotary Air Pump Booklet

Blueprints of installations of Leiman rotary air pumps are contained in a booklet offered by Leiman Bros., Inc., 102 Christie St., Newark 5, N.J. The pumps are used for vacuum and pressure operations including lifting, blowing, suction extraction, testing, drying, packaging and other applications.

Conveying System Guide

A guide for selecting, installing and operating conveyors is the subject of Bulletin 500, "How to Plan and Install Your Own Conveying System," from Conveyor Dept., A. B. Farquhar Division, Oliver Corp., 150 N. Duke St., York, Pa. Various types of conveyors are illustrated and described with a chart showing those best for permanent and portable floor-to-floor installations. Specifications with load requirements are given.

Automatic Package Tying Machine

Automatic twine tying is the subject of a catalog entitled "The Bunn Package Tying Machine." Typical applications of the package tying machine, specifications and descriptions of the five basic types of wraps are given. The machines are designed for use in a variety of fields such as paper products, publishing and industrial packaging. Copies may be obtained from the B. H. Bunn Co., 7605 Vincennes Ave., Chicago 20.

Seybold Hydraulic Cutters

Harris-Seybold Co. is offering an illustrated booklet outlining the features of the Seybold full hydraulic 65-, 85-, and 100-inch cutter-trimmers. Positioning and clamping, cutting, safety and maintenance are explained. Included are specifications and floor plan drawings. Copies may be obtained from the company at 4510 E. 71st St., Cleveland 5, or from any Harris-Sevbold sales and service office.



Booklet shows Seybold hydraulic cutter-trimmers

Electric Fork Lift Truck

Circular 37, offered by Lewis-Shepard Products, Inc. of 125 Walnut St., Watertown 72, Mass., describes and illustrates operating and maintenance features of the Model H electric fork lift truck. Maneuverability through rear-wheel drive is featured. Truck capacities range from 1,000 to 2,500 pounds with a 24-volt

Get More and Better Quality Proofs with these Power Driven **Galley Presses**





Vandercook 23 "Safe Electric" ed Size 15" x 26" — Maximum Form 14" x 6" — Floor Space 3' x 4'9"

Vandercook 22 "Economy Electric" Bed Size 10" x 251/2" — Maximum Form 8" x 251/2" — Floor Space 1'11" x 3'8"

If you are looking for more efficient, more economical production of galley proofs, either of these high speed electrical machines is your answer. Both deliver clean, sharp proofs of good quality. Both are easy to operate and safe - with adjustable speeds up to 40 proofs a minute.

Write for information regarding the Vandercook 23 and 22 High Speed Electric Galley Proof Presses - and our current Illustrated Price List.

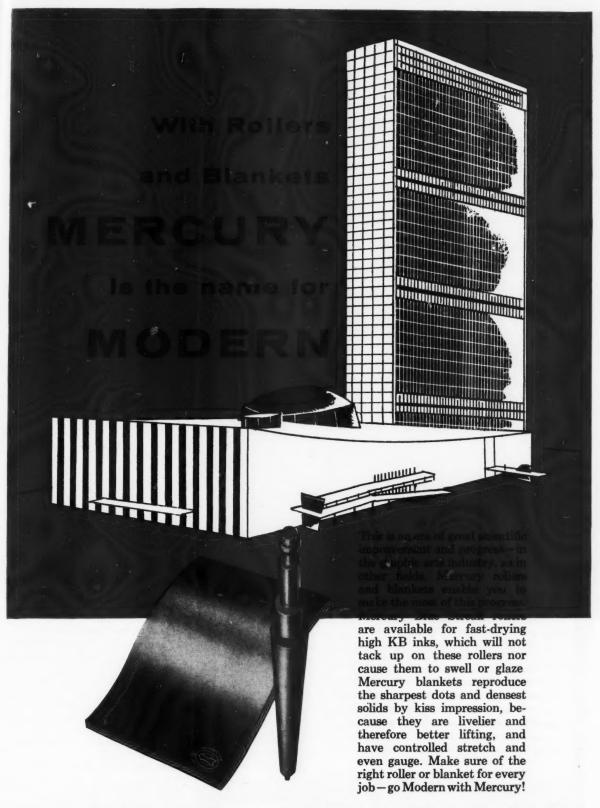
VANDERCOOK & SONS, INC.

General Offices, Research Laboratory, Demonstration Room & Factor 3601 W. Touhy Ave., Chicago 45, III. Phone: ROgers Park 1-2100 Eastern Sales and Service

205 W. 34th Street, New York 1, N.Y. Phone: BRyant 9-6270

Western Sales and Service 3156 Wilshire Blvd., Los Angeles 5, Calif. Phone: DUnkirk 8-9931 In Canada, Sears Limited





RAPID ROLLER COMPANY

MAIN OFFICE AND FACTORY: FEDERAL AT 26TH STREET . CHICAGO 16, ILLINOIS EASTERN SALES OFFICE AND WAREHOUSE: 218-224 ELIZABETH AVENUE . NEWARK 8, N. J.

electrical system. Model H will pass under six-foot doorways with a 68-inch collapsed height.

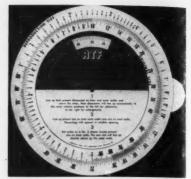
Lawson Hydraulic Clamp Cutters

Lawson Pacemaker 60-, 66-, and 69-inch hydraulic clamp cutters are described in a folder now available. Features outlined are 60 per cent greater speed, almost 20 per cent heavier construction, and an adjustable flexible clamp that conforms to the surface contours of irregular lifts of paper. Copies may be obtained from the Lawson Co., Division of Miehle-Goss-Dexter, Inc., 426 W. 33rd St., New York City 1.

Proportioning Scale, Press Chart

A combination ATF press specification chart and printer's proportioning scale is being offered by American Type Founders Co., Inc., 200 Elmora Ave., Elizabeth, N. J., and its branches. One side of the circular scale gives reproduction sizes for original art, percentage of enlargement or reduction, and the new size of any element or area of an original when the whole is reproduced to a new size. Simple instructions are printed on the scale.

The reverse side gives specifications and a photograph of six ATF Chief offset presses numbered 15, 20, 22, 24, 29 and the Super Chief.



ATF offers a proportioning scale and press chart

Miehle Instruction Book

An instruction book for the operation of the Miehle No. 38 single and two-color offset presses is available from the Miehle Co., division of Miehle-Goss-Dexter, Inc., 2011 W. Hastings St., Chicago 8. Photographs and drawings show press operation. A lubrication chart and a maintenance instruction book are included.

Script Faces From Marseille

A booklet designed with vitality and appeal shows three script faces cast by Fonderie Olive, 28 Rue Abbé-Féraud, Marseille V, France. Of the three, Choc is the boldest, Mistral a lighter face of the same casual variety, and Diane is most like the writing on historical documents. Colors contribute to the layout of the advertisements and announcements shown as applications of the type faces.

Solving Materials Handling Needs

"Case Studies of Lewis-Shepard Master Trucks" contains seven case studies of how various manufacturers have solved production, storage and shipping problems with L-S materials handling equipment. Paper products, chemicals and other goods are covered. The illustrated booklet is available from Lewis-Shepard Products, Inc., 125 Walnut St., Watertown 72, Mass.

Automatic Interfloor Conveying

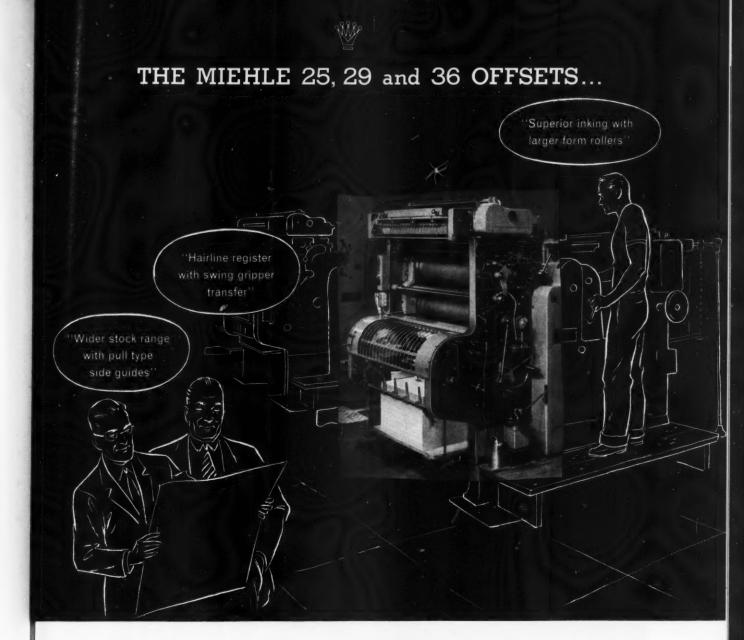
"Automatic Interfloor Conveying Systems for Unitized Loads" is a bulletin available from Walter Engler, Gifford-Wood Co., Hudson, N.Y. Paper rolls, pallets, cartons, bales and other packaged units are covered. Illustrations and schematic drawings show G-W equipment for horizontal and vertical conveying, loading, and other transfer arrangements.

Paper and Veneer Knives Folder

A new finish for paper and veneer knives made by Simonds-Worden-White Co. is the subject of a brochure entitled "Mirro-Keen Finish." Profile strip charts and microphotographs show the surface smoothness and sharpness of the edges. Copies may be obtained from the company at 1101 Negley Pl., Dayton 7, Ohio.



Se la constant de la



Make these
"big press"
advantages
pay off for you

SUPERIOR INKING is easily achieved on Miehle Offsets with their greater overall form roller circumference. And form roller size does make a difference...with this exclusive advantage, you're always sure of producing the finest lithography.

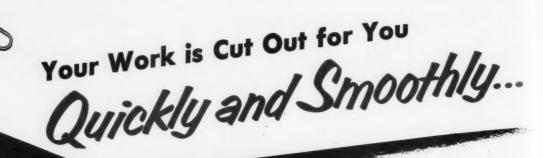
HAIRLINE REGISTER at all press speeds and between press speeds is assured with the swing gripper transfer. Sheets are transferred from registered position directly to the impression cylinder with hairline accuracy...at any speed.

wider stock range is possible with the "big press" advantage of pull type side guides. Everything from lightweight tissue stocks of maximum press sheet size to heavy cardboard is handled with equal precision.

Get the full story...write for information today.

The MIEHLE Company

A Division of Miehle-Goss-Dexter, Inc. CHICAGO 8, ILLINOIS





RED STREAK Paper Knives

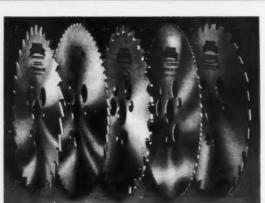
Their Keener Edge Stays Sharp Longer!

Simonds-made S-301 Steel — developed especially for cutting paper — combines maximum hardness with toughness to give you more cuts per grind. Face-side taper, concave ground for added clearance, plus Simonds famous "mirror finish", provide a keener edge that cuts free, fast and straight. There's longer life in a Simonds Knife!

...with SIMONDS Steel Cutting Rule

For Perforating, Creasing, Printing

You'll get better results and save money with Simonds Improved Steel Rule. Its uniform temper, height and thickness combined with extra smooth and sharp cutting bevels stay on the job longer — save time, cut costs. Get prompt delivery of Standard Cutting, Creasing, Perforating and Column Rule from your printing supply house.



...with SIMONDS

RED STREAK

Graphic Arts Saws

They Hold their Edges for Fast, Smooth Cutting!

There's a Simonds Saw for every graphic arts need that will cut fast and smooth, stay sharp longer and give long, trouble-free service. Made to fit all makes of machines, with a choice of five standard styles, including Carbide Tipped, these saws are unexcelled for quality and performance. Send for new free catalog.

For Fast Service Call your SIMONDS Industrial Supply DISTRIBUTOR

SIMONDS SAW AND STEEL CO. FITCHBURG, MASS.

Factory Branches in Boston, Chicago, Shreveport, La., San Francisco and Portland, Oregon, Canadian Factory in Montreal, Que., Simonds Divisions: Simonds Steel Mill, Lockport, N. Y., Heller Tool Co., Newcomerstown, Ohio, Simonds Abrasive Co., Phila., Pa., and Arvida, Que., Canada



...then you'll need unusually big

> THAT'S WHERE WE FIT IN ... WITH

IN STOCK

9 x 16	14 x 16
9 x 18	14 x 17
10 x 16	14 x 18
10 x 18	14 x 21
10 x 22	14 x 24
11 x 14	141/2 x 141/2
11 x 17	15 x 17
11 x 21	15 x 18
111/2 x 111/2	15 x 20
111/2 x 121/2	15 x 22
111/2 x 131/2	15 x 25
111/2 x 171/2	151/2 x 151/2
12 x 17	16 x 20
12 x 18	16 x 26
12 x 22	161/2 x 161/2
121/2 x 121/2	17 x 22
121/2 x 141/2	17 x 27
121/2 x 16	171/2 x 171/2
121/2 x 181/2	171/2 x 201/2
121/2 x 201/2	18 x 23
13 x 15	181/2 x 181/2
13 x 16	181/2 x 201/2
13 x 17	19 x 26
13 x 18	191/2 x 191/2
13 x 19	20 x 25
13 x 23	201/2 x 201/2
13½ x 13½	21 x 24
131/2 x 171/2	211/2 x 211/2
13½ x 18½	22 x 27



PLAIN, GUMMED. STRING, CLASP,

CALL YOUR PAPER MERCHANT OR WRITE FOR HANDY WALL CHART.

HUXLEY

ENVELOPE AND PAPER CORP.

Dept. IP-2 137 Varick St., New York 13, N.Y. OR 5-0020

PEOPLE IN THE NEWS

SAMUEL WASSERMAN has been named vice-president of James Gray, Inc., printing and direct mailing business, New York City. He continues in charge of the Hickey Murphy Division, which develops direct mail and sales promotion programs.

CHARLES J. FITZPATRICK, JR. has been appointed the southern district manager in Atlanta for Lithoplate, Inc., a Harris-Intertype subsidiary.



R. P. Kane R. J. Walters W. S. Rowe

RICHARD J. WALTERS, RAYMOND P. KANE and WILLIAM S. ROWE have filled vacancies on the board of directors of the United States Printing & Lithograph Co., Cincinnati, left by A. C. SAYLOR, deceased, and HARRY LANGELUTTIG and JOHN J. ROWE, resigned.

ALBERT CARR has been appointed vice-president of Clarke Printing Co., San Antonio, Tex.

FRANK B. SOHL, president of Githens-Sohl Corp. and former secretary of New York Employing Printers Association, died on Jan. 24.

CY EDWARDS has been appointed sales manager of Thrift-Remsen Printers of Rockford, Ill.





Cy Edwards

Howard Soriano

HOWARD J. SORIANO has been named vice-president in charge of sales, Sinclair and Valentine Division of the American-Marietta Co. Assisting him are THOMAS BUCHANAN as general sales manager, JAMES MCNAMEE, assistant general sales manager, and JOHN McGUIGAN, national sales coördinator.

GEORGE W. GRIFFIN, formerly with Eastern Corp. and Gilbert Paper Co., has become the executive vice-president and



K-S

K-5

Z-S

X-S

K-S

K-5

K-5

IDEA NO. 128

Double-Duty VICEROY Design

BROWN & WILLIAMSON TOBACCO CORP., of Louisville, enthusiastically adopted a "dollar-stretching" idea developed for VICEROY cigarettes by J. A. WUEST of STROBRIDGE LITHOGRAPHING CO., Cincinnati. He took a proof of a part of a Viceroy display . . . mounted it on KLEN-STIK . . . and came up with this attractive point-of-purchase piece. Colorfully printed on K-S Kromekote, the new die-cut piece goes up with an easy peel-an'-press on walls, windows, counters—anywhere! -anywhere!

Outstanding P.O.P. Ideas Featuring the World's Most Versatile Self-Sticking Adhesive!



IDEA NO. 129

K-5

K-5

K-S

3-D Works Good for HOOD

3-D Works Good for HOOD

For new CORONET de luxe ice cream, H. P. HOOD & SONS, Boston, wanted a P.O.P. display with both prestige and punch. Ad Mgr. PAUL EATON and assistant DICK PAPEN worked out this excellent solution with DICK SMITH of the KENYON & ECKHARDT agency. Printed in red, purple, and gold, it's cleverly die-cut to fold into a 3-D package replica. Naturally, self-stickin' KLEEN-STIK Strips provide e-a-s-y posting . . . stick tight on any smooth, hard surface. Topnotch production by BUCK PRINTING CO., Boston, thru sales rep HENRY SMITH (no relation!).

Make sure your customers know

Make sure your customers know about KLEEN-STIK—the valuable "extra" that builds extra sales for you. Write today for big FREE "Kleen-Stik Idea Kit".

KLEEN-STIK Products, Inc.

7300 W. Wilson Ave. . Chicago 31, III

member of the firm of Hobson Miller Paper Co., New York City.

NORMAN F. HANNAN, former chief auditor of Sun Chemical Corp., has been appointed controller of the company's Graphic Arts Group. His headquarters are at Sun's main office, New York.

BASIL W. SCHWARZ has been named vice-president and general manager of the printing division and advertising agency division of Taylor & Greenough Co., Wethersfield, Conn.

SAMUEL B. LANE, who founded Hygrade Stationery & Printing Co. in New York City 38 years ago, has retired from the presidency and become chairman of

the board. ROBERT D. LANE, his son, was named president. Another son, WILLIAM L. LANE, has succeeded his father as treasurer. LOUIS H. KESSLER is vice-president in charge of production, EMANUEL SALZMAN is now vice-president directing sales, promotion and public relations.

EDWARD N. MAYER, JR., former president of Direct Mail Advertising Association, has become executive vice-president of Communication Counsellors, Inc., public relations affiliate of McCann-Erickson advertising agency, New York City.

WILLIAM COLLINS has become northcentral representative for Didde-Glaser, Inc., Emporia, Kan.





William Collins

CHARLES D. WINDERS, formerly associated with Southard Printing Co., Columbus, Ohio, has been named production director for printing and related operations for Standard Rate & Data Service, Evanston, Ill.

HARRY T. GARDNER, secretary and assistant general manager of William G. Johnston Co., Pittsburgh, has been elected a director of the firm. JOHN C. O'CON-NOR, formerly with the Pickering Press of Philadelphia, has been named typography director. PHILIP B. HART has joined the sales staff.

ERNEST W. STENBERG, sales manager of the Star-Bulletin Printing Co., Inc., and the Commercial Printing Division of the Honolulu Star-Bulletin Ltd., has retired after 50 years working in the graphic arts. His successor as Star-Bulletin sales manager is JERRY L. SMUCK.

EDWARD A. NEILEY, JR. has joined the New York sales staff of Haddon Craftsmen, Inc., Scranton, Pa.

DON J. PORTMAN, production engineer, has left Mergenthaler Linotype's Dallas agency to succeed TOM M. JEN-KINS, retired after 33 years, as representative in Oklahoma and the Texas pan-





Carl R. Standafer

CARL R. STANDAFER has been appointed a representative in the Detroit-Cleveland area for Miller Printing Machinery Co., Pittsburgh.

ROBERT ELLIOTT has left American Colortype Co., Chicago, to join the Rose Printing Co. in Tallahassee, Fla., as plant

RUSSELL MANDEVILLE, former Papercraft Corp. production superintendent, has joined the Kidder Press Co. New York City staff.

NORTON B. JACKSON, previously executive director of the Point-of-Purchase

Here's the Only **Automatic Press of Its Kind**



PRINTING ... DIE CUTTING ... STAMPING... EMBOSSING ... **ROLL LEAFING...**

cartons · novelties

envelopes · bookcases · odd shapes

The C&P

141/2" x 22" Super Automatic



A Chandler & Price Super Heavy-Duty Unit cutting and scoring.





THERE is no other press available which equals the C & P 14½ x 22 Super Automatic in wide variety of profitable applica-

For specialty printing, these presses not only combine the convenient make-ready, operating ease and all-around usefulness of a large size, automatic platen press, but also die-cut, score, emboss, stamp and blank rectangular or odd shapes (round, oval, irregular). If desired a roll-leaf attachment is also available and these presses may be purchased without the inking mechanism when not intended for printing.

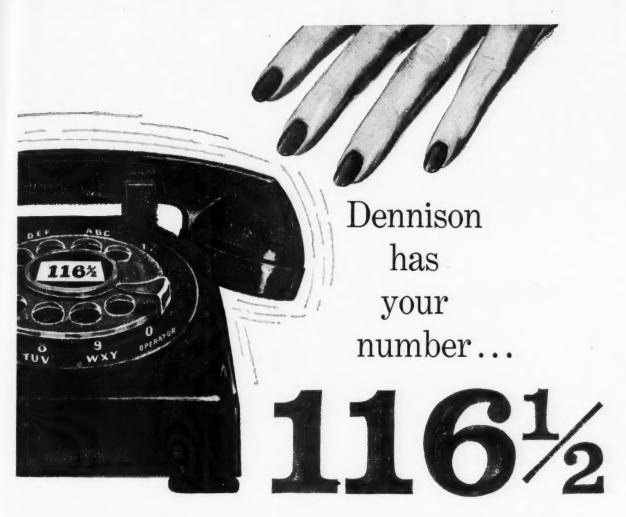
Write for complete bulletin so as to judge for yourself the profit-making possibilities the C & P Super offers you.

Printing irregular shapes is fast and accurate. Depending upon size and shape, several units can be printed at the same time.

THE CHANDLER AND PRICE COMPANY

6000 Carnegie Avenue

Cleveland 3, Ohio Manufacturers of dependable printing presses and paper cutte



if you need a low cost gummed paper with excellent printing and adhesive qualities!

Look no further — here is the best supercalendered sheet on the market on the basis of printing quality and adhesive versatility.

116½ takes letterpress and offset printing with type, line and reverse plates, solid tint blocks and halftones up to 133 screen.

116½ has strong NON-BLOCKING® gumming that adheres to smooth and rough surfaces: glass,

fine and coarse paper, fibreboard, chinaware, porcelain, enamelware, cloth, felt, smooth leather.

116½ is specified for jobs requiring snappy appearance and clear, sharp impressions with minimum ink consumption.

116½ is just the thing for shipping and informative labels that should reflect quality and prestige — at an economical cost.

Your Dennison paper merchant can show you a complete selection of Dennison Gummed Papers to fit every requirement.



Advertising Institute, has been appointed vice-president of Oberly & Newell Lithograph Corp., New York City.

JOHN F. SULLIVAN has been appointed a purchasing agent for Stationers Corp.,

Los Angeles.

TED C. RINGMAN has become assistant to K. E. Butler, vice-president and sales manager of Sam'l Bingham's Son Mfg. Co., Chicago.

WALTER A. RENTSCHLER and FRED-ERICK A. REISTER have been named to the board of directors of Beckett Paper Co., Hamilton, Ohio.

JOHN F. ROGERS has been named controller of Intertype Co., Brooklyn, N.Y.



John F. Rogers



J. P. Wilson

Before joining this division of the Harris-Intertype Corp., he was controller of S. S. Pierce Co., Boston. J. P. WILSON has been elected president of Graham Paper Co., St. Louis. He succeeds H. W. HENRY who is now chairman of the board.

RAYMOND D. BALCOM has been appointed executive accountant and assistant to the treasurer of Forbes Lithograph Mfg. Co., Chelsea, Mass.

HERBERT SACHS HIRSCH has succeeded SIG STERN, recently made board chairman, as president of David Weil's Sons Litho Co. of Brooklyn, N.Y. ARTHUR STAIB, JR. has become vice-president and HERBERT S. HIRSCH, JR. is secretary.

J. PHILIP CRONIN has been named assistant treasurer of Miehle-Goss-Dexter, Inc., Chicago.

RALPH H. KEMMERER has been promoted to industrial relations director of Mead Containers, Inc., subsidiary of Mead Corp., Cincinnati. FOSTER L. PARK succeeds him as industrial relations director of the Kingsport, Tenn., division. WILLIAM D. FOGLEMAN has become personnel manager under Mr. Park.

MILTON F. ANTOVILLE has been promoted to sales vice-president, ARTHUR L. BERMAN is the new executive assistant to the president of the Allen Hollander Co., Inc., New York City.

KARL HOFFMAN has been appointed a sales engineer for the Harry W. Brintnall Co., San Francisco.

AL GORDON has been appointed sales manager for type metal in the greater New York area for Standard Type Metals Corp., Brooklyn. JIM GANGONE has become type metals representative in Brooklyn and Long Island.

RICHARD J. WIECHMANN has been appointed advertising manager of International Paper Co., New York City. He succeeds WILLARD VON HAGEN who has retired.

Ralph J. Novak



George C. Reight

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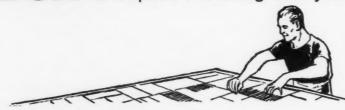
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RALPH J. NOVAK, formerly sales manager of the platen division of Heidelberg Eastern, Inc., Glendale, N.Y., has been named machinery department sales manager of Amsterdam Continental Types and Graphic Equipment, Inc., New York City. GEORGE C. REIGHT who was previously on the sales staff of Miller Printing Machinery Co., Pittsburgh, has been appointed field sales supervisor.

KURTZ M. HANSON has been reëlected president of Champion-International Co., Lawrence, Mass. Other reëlected officers

Don't let plate mounting slow you



...hustle line-up, lock-up, register with **Blatchford**, the **Base** that's built for speed

For speedy, accurate, money-saving plate mounting it's Blatchford on every count.

Take line-up. You can spot and line up plates in a jiffy on the famous Blatchford "honeycomb". It has more than 860 holes per square foot, guide lines every ¼ inch in both directions.

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Take registration. It's fast and sure with the unique micrometer-action Blatchford Catch. For major shifts, just jump the Catch to the next hole. For point-by-point movement, ½ turns of the Key do the trick.

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Schedule fast back ups without smear...smudge! She's safe behind a tough glass shield that repels ink! And your press runs are safe from offset, smear and smudge when you use glass armored "Spherekote" Tympan Covers. This smooth surface, armored with millions of tiny glass beads actually resists ink transfer. You can schedule immediate back ups without troublesome slurring . . .

reduce work and turn problems . . . print sharp, crisp, clear halftones while saving money on every run. Your 3M representative and "Printer-Scientists" of 3M's Printing Products Research Laboratory are ready to help you with any printing problem. For details—a sample swatch of "Spherekote" Tympans, write: Minnesota Mining and Manufacturing Company, Dept. DA-38, St. Paul 6, Minnesota.











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When it came to making a good impression through onion skins, Guthred knew all the tricks.

In the modern business world it's no trick at all to make a good impression on as many as 12 carbon copies — with Gibraltar or Millers Falls Onion Skin, the better onion skin papers.

These durable, fine-finish papers are practical and versatile, designed to look better and work better for you.

Insist on the best —



Better papers are made with cotton fiber



MILLERS FALLS PAPER CO. . MILLERS FALLS, MASS.

are N. I. BEARSE, first vice-president; THOMAS L. STIRLING, the vice-president of sales; C.-D. HEUBECK, JR., vicepresident of industrial relations; SHEL-DON E. WARDWELL, vice-president and clerk, and ARTHUR SWEENEY, treasurer. WILLIAM C. MACADAM was appointed assistant treasurer.

L. E. MOELLER has retired from Messinger Paper Co., Chicago, after 29 years with the firm.

EDWARD S. NEDEROSTEK has been promoted to sales manager for letterpress products, Minnesota Mining & Manufacturing Co., St. Paul.

RICHARD C. MYLES has become sales manager of St. Regis Paper Co.'s southeastern district with offices in Washington, D.C. WALTER J. BROWN is sales manager of the new central district. WAL-TER KINSLEY has been appointed assistant sales manager of the eastern district. GERALD S. GILLIGAN has joined the firm as market analyst and economist.

JOE J. JENKINS has been appointed a sales representative for Northwest Paper Co., Cloquet, Minn. DWIGHT M. BROWER has become supervisor of industrial service at the Brainerd mill and BURDELL L. LOWER has been made supervisor of technical service at Brainerd.

A. E. MALLOY, purchasing agent, recently celebrated his 40th anniversary with the Goss Co., a division of Miehle-Goss-Dexter, Inc., Chicago.

RICHARD T. KENNEDY has been placed in charge of Ideal Roller & Manufacturing Co.'s new sales office in St. Paul, Minn.



Richard T. Kennedy



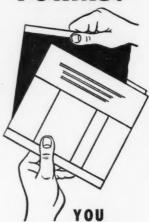
Robert C. Mason, Jr.

ROBERT C. MASON, JR. has succeeded JAMES E. DOUTHITT, now with the polychemicals department advertising group, as the assistant advertising manager for graphic arts, trade and industrial products of E. I. du Pont de Nemours & Co. in Wilmington, Del.

HERBERT C. CHURCH has been named director of process and product development for the Lock Haven Division of the New York & Pennsylvania Co., New York City. EUGENE E. RODABAUGH, manager of research laboratories, is assisting him. THOMAS WILLIAMS has succeeded Mr. Church as general superintendent of the Lock Haven Division. HERMAN UEBEL has become Lock Haven Mill superintendent and is succeeded by CHARLES FLAIG as paper mill superintendent.

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WE ARE NOT PRINTERS! We are interested only in handling the finishing operations of your one-time carbon forms, AFTER they leave your press. We have, at your service, the finest collating equipment in the industry, both fully automatic and semi-automatic, which insure a beautifully finished form, always. May we have the privilege of serving you soon? You can be sure your accounts will be held in the strictest confidence.

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- . STATEMENTS
- . PAYROLL CHECKS
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- COMPLICATED FORMS
- . TIPPING OF ANY NATURE

SERVICES

- Perforating
- Collating & **Tipping**
- Paper Cutting &
- Flat Sheet Gathering
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 - Prompt Service

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Wrap, Label &

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It will pay you well to find out today why Hano is your best bet for a complete line of printed business systems to sell in 1958. With the Hano line you can always sell the right form at the right price and deliver at the right time. Hano's complete line can insure you repeat orders and profits. Get the facts . . . then judge for yourself . . . before 1958 records are started.



Why wait? Ask for your copy of "Business Form Profits with Hano," plus "The Complete Line," today. Dealerships open in the South, Southwest and Midwest.



General and Sales Offices: Warehouse and Branch Plant
HOLYOKE, MASSACHUSETTS MT. OLIVE, ILLINOIS



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m or}$ up-to-date drive-in deposits Justrite presents new style Drive-In Bank Envelopes.

Used by all banks having curb banking facilities, drive-in bank envelopes provide added convenience to both depositor and teller. It puts bank lobby efficiency at the curb teller's window. Functionally arranged this Justrite specialty has two separate pockets, one for loose coins, the other for currency and checks . . . ideal for safe handling of coins and currency.

For time-saving transactions this envelope has an attached deposit slip which folds over the pockets making a compact unit. The deposit slip is easily detached from the envelope along its perforated edge. For faster service the depositor fills out the deposit slip before reaching the drive-in window.

As a good will builder the drive-in bank envelope provides ample space on both sides for printing the bank name and advertising messages. Be among the first to introduce your banks to Justrite Drive-In Banking Envelopes . . . the new concept in modern drive-in banking.

Write either factory for samples and prices of these and other envelopes in Justrite's complete line of standard and specialty envelope products.

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JUSTRITE ENVELOPE MFG. CO., INC. 523 Stewart Avenue, S.W. • Atlanta, Georgia Sold for Resale Only SEE ROBERTS ... TOPS IN TYPOGRAPHIC NUMBERING





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THINGS WERE MOVING IN

1883

One movement started then is still rolling merrily on in

See Our May Issue

the 158

INLAND PRINTER

1883

1958



on <u>Really Flat</u>* Gummed Paper

Explore for the future with gummed label papers.

Printing gummed label papers is profitable.

Print by any process.

The printing on gummed label papers will be as attractive as the printing on ungummed stock.

To launch your "Explorer" send a request for the Mid-States Really Flat gummed paper sample book giving you:

Over 50 white and colored swatches. Full data on proper stock and gumming selection.

Complete printing information.

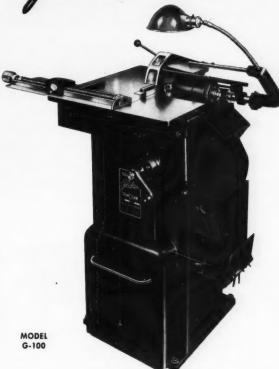
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Sawing in your composing room is the same as machining in a machine shop. Every piece in a form must be sawed right just as every part in a manufactured product must be machined right in order to fit in with the others.

Forms are as accurate as the precision with which spacing material, slugs and plates are sawed and trimmed. Get a Hammond TrimOsaw and put accuracy into your forms.

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KALAMAZOO, MICHIGAN





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ping of figures. Its rugged, all steel construction means you *keep* getting top performance, even after years of hard usage.



WEIER PARALLEL ROTARY

with curved dovetail base steel frame, number faces custom curved to printing circumference of your press insures sharp legible numbering at speeds up to 30,000 impressions per hour. You save set-up time too with the exclusive Wetter Quik-Lok clamping gib—no mounting ring adapters needed! Both Wetter rotary models can be installed on same mounting ring operated by same cam, and are available with Roman or Gothic figures.

LOCK-WHEEL MODEL for small diameter cylinder presses. Features patented lock bar to prevent throwover at high speeds.

NONPAREIL MODEL a favorite for large diameter cylinder, automatic and platen presses. Both Lock-Wheel and Nonpareil Models available in 5, 6, 7 and 8-wheel types, Roman or Gothic figures.

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ATLANTIC AVENUE & LOGAN STREET - BROOKLYN 8. N Y
ONLY UNION MADE NUMBERING MACHINE IN U. S. A-



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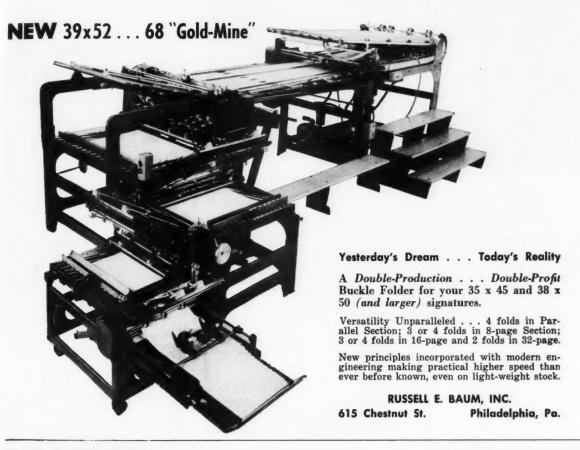
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THOROUGHLY FIELD TESTED

This new coating, tested under actual working conditions, is not affected by liquids of any type, is dimensionally stable, won't check or crack, and carries Douthitt's One-Year Warranty Policy. Here is the final answer to all deep-etch table problems.

Eliminates ALL HAZARDOUS FUMES Completely



SEE YOUR DEALER OR WRITE TO **DOUTHITT Corporation**

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Riegel's DRUMHEAD TYMPAN

Ready-cut, scored top sheets and hangers for all high speed automatic presses. Highest quality treated jute.

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classified buyers' guide

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CALENDAR PADS—67 Styles and Sizes. Write for catalog. Calendar backs for advertising, sheet pictures. Wiebush Calendar Imptg. Co., 80 Franklin St., New York, N.Y.

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help your HEART help your HEART

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763 ATLANTIC AV., BROOKLYN 38, N.Y.

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THE INLAND PRINTER for March, 1958

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Rebuilt Machines . . . Sensibly priced 2—Col. Miehle Presses: 1/0 56"; 5/0 65" Automatic feeders available.

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2-col. 27 x 41 Miller, 4 track, oiling system and A C motor.

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No. 1—22 x 28; No. 2—22 x 34. Reloading Feeder, A.C. motor equip.

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17½"x22", 21"x28",
LSK 2-Color 42" x 58"
LSQ s/c 26 x 40
22" x 34", 41" x 54"
14" x 20" ATF Little Chief

38"—44"—50" Seybold paper cutters.
3—knife Seybold trimmer.
Intertypes, G-2-B-C, Linotypes, 8-14.

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Over 1,000 Reconditioned Fonts in Stock.

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Thumb-Nail sketch of the finest the market affords today in publication production equipment . . .

Modern composing room, pressroom and bindery machinery from leading Chicago firm. High level standards of craftsmanship and maintenance observed.

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54 Intertype full and split magazines

90 Fonts of modern matrices, magazine racks

Elrod, Ludlow, Ludlow cabinets, Ludlow matrices, sticks, Super-Surfacer

3 C & G Morrison saws, Rouse power miter, Vandercook 320-G proof press, Potter press, Mashek form trucks, 51 x 75 steel top imposing tables, 40 galley cabinets

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2 Miehle Model 41 units, chain delivery

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Hall 56" x 74" automatic folder

Cleveland automatic folders, model WWC & 00

Dexter Model 191-A automatic folder

Sheridan gang stitcher, 4 pocket, automatic feeders, current model

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5% x 9½ inches......\$1.60 a dozen 9½ x 11½ inches......\$2.85 a dozen

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No. 56 MIEHLE AUTO. UNIT #19934, chain del., 5-F Dext. Pile Fdr. #14473, 10 h.p., 3 ph. 60 cycle A.C. motor. Avail. for prompt delivery-can be seen running.

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Engineer in New York and adjoining
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TIRED OF COLD WEATHER? COME TO THED OF COLD WEATHER? COME TO LOS ANGELES Superintendent wanted for fast-growing combination plant in LA area. We have 40 employees, do publication, book, and advertising work. Good living accommodations nearby. Man we are looking for must have long experience and able to get top quality can all the good wadvestics. Write giving as well as good production. Write giving full details of background and salary requirement. Box Q-19, The Inland Printer, 79 West Monroe, Chicago 3, Ill.

INSTRUCTIONS

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• "The Notebook" organizes, strengthens your The Notebook organizes, strengthens your sales effort. It opens doors, makes prospects think of you when they need printing. Works exclusively for you—for pennies. Enables you to concentrate on "live" calls.

USERS SAY: " 'The Notebook' is our best salesman." "Has given us many profitable new contacts." "Livens up old accounts." "Receive many requests for copies." Write, on your letterhead.

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if you're feeling very well



or if you're feeling queerly



if it's living you want most



have a checkup yearly IT'S YOUR BEST CANCER INSURANCE!

American Cancer Society



ADVERTISERS' INDEX

American Carbon Paper Mfg. Co 138
American Carbon Paper Corp138
American Roller Co
American Type Founders 17, 18, 19, 20
Arbogust Company140
Baum, Russell Ernest, Inc
Beckett Paper Co 27
Blatchford, E. W., Co
Brandtjen & Kluge, Inc
Caprock Developments
Central Compounding Co
Challenge Machinery Co 23
Champion Paper & Fibre Co
Chandler & Price Co
Consolidated Water Power & Paper Co 16
Craftsman Line-Up Table Corp 33
Cromwell Paper Co Inside Back Cover
Dennison Mfg. Co
Dexter Folder Co. Div.
Miehle-Goss-Dexter, Inc 50
Didde-Glaser, Inc 48
Douthitt Corp
Doyle, J. E., Co
Dupont de Nemours, E. I., & Co., Inc 38
Dutro, Orville, & Son, Inc 44
Eastern Corp
Eastman Kodak Co 28
Fairchild Graphic Equipment, Inc 15
Falulah Paper Co
Finch, Pruyn & Co., Inc
Fletcher Paper Co
Form House
Fox River Paper Corp 41
Fraser Paper, Ltd 10
Frye Manufacturing Co
rrye manufacturing co
General Printing Ink Co. Div.
Sun Chemical Co 29
Graphic Arts Employment Service 140
Haberule Company138
Hamilton Tool Co. 40
Hamilton Tool Co
Hammermill Paper Co 49
Hammond Machinery Builders, Inc 135
Hano, Philip, Co., Inc
Harris-Intertype Corp 8, 9, 39, Back Cover
Harris-Seybold Co. Div.
Harris-Intertype Co
marris-interrype Co
Hawthorne Paper Co.
Hawthorne Paper Sales Co., Subsidiary. 4
Hawthorne Paper Sales Co.
Subsidiary of Hawthorne Paper Co 4
Heidelberg Sales & Service
Heller Roberts Mfg. Corp.
Roberts Numbering Machine Div 134
Herbert Products, Inc
Hollingsworth & Whitney Div.
Scott Paper Co
Huxley Envelope & Paper Corp 127
money envelope a raper corp
International Paper Co
International Printers Supply
imericanonal Finners Joppiy
Salesmen's Guild141
International Typographic
Composition Assn 5
Intertype Company
Div. of Harris-Intertype Corp Back Cover
Justrite Envelope Mfg. Co., Inc

Kleen-Stik Products, Inc	7
Lawson Company	_
Div. of Miehle-Goss-Dexter, Inc	1
Ludlow Typograph Co	
Macey Company	
Subsidiary of Harris-Intertype Corp 8, Mackenzie & Harris, Inc	
Mead Corporation	
Megill, Edward L., Co	
	er
Mid-States Gummed Paper Div. of Minnesota Mining & Mfg. Co 13	5
Midwest Matrix Mart	
Miehle Company	
Div. of Miehle-Goss-Dexter, Inc	
Miller Printing Machinery Co 4	
Millers Falls Paper Co	
Minnesota Mining & Mfg. Co.	
21, 22, 34, 35, 131, 13	5
Nashua Corp	
National Cash Register Co 4	
National Lead Co	0
New Era Mfg. Co	7
New York & Pennsylvania Co 51, 55	2
Northern Machine Works 139, 140	
Northern States Envelope Co	
Nygren-Daniy Co	U
Oxford Paper Co	0
Paper Manufacturers Co	
Parsons Paper Co	7
Process Color Plate Co	4
Rapid Roller Co	3
Richards, J. A., Co	
Riegel Paper Corp	7
Heller Roberts Mfg. Corp	1
Robertson Photo-Mechanix, Inc 103	3
Rogers Printing Co	5
Schriber Machinery Co	5
Scott Paper Company	
Hollingsworth & Whitney Div 99, 100	
Simonds Saw & Steel Co. 126 Sorg Paper Co. 105	
Spot Carbon Products	3
Statikil)
Strathmore Paper Co	
Strong Electric Corp	5
General Printing Ink Co., Div 29	,
Teletypesetter	;
Ti-Pi140)
Type & Press of Illinois, Inc	•
United Air Lines)
United Machine Co	
United States Envelope Co 119	
Vandercook & Sons, Inc	
Verner, B., & Co., Inc	
Warwick Typographers, Inc	
Western Gear Corp	
Wetter Numbering Machine Co 136	

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THE LAST WORD

BY WAYNE V. HARSHA, EDITOR

- ★ POST OFFICE PUNDITS embroiled in the current campaign to raise postal rates are telling this one: "King Arthur had been admiring a new suit of armor sported by Lancelot. 'Lancelot,' he asked, 'How much for the suit?' Lancelot replied, 'Five cents an ounce, Art. This is first class mail!'"
- ★ ODD NAMES THAT WON'T FIT in a narrow column: Our friend, Alexander McQueen, has come up with another one: Pappatheodorokoummountourgeotopolous. The guy who owned the name finally shortened it to Pappas! He was a confectioner in Chicago in the '90's. Apparently, the man didn't get into the news much and the Linotype operators weren't troubled with trying to break it.
- ★ THAT SLIGHT BUSINESS RECESSION forecast for this year's first half offers an opportunity for the printing industry to impress upon young people the advantages of working in the graphic arts, according to Lawrence Meyerson of Bond Printing and Engraving Co., Cleveland.

Speaking as chairman of the Recruitment Committee of the Education Council of the Graphic Arts, he pointed out that "for the first time in ten years young people are suddenly being made aware of the fact that steady employment is a desirable factor in choosing vocations and careers." He suggested that the industry "should hammer out our message in schools, colleges and youth groups. If we do it right, and right now, we will find our manpower problem solved within a few years instead of decades."

Council president Elmer G. Voigt expressed his conviction that progressive printers would heed Mr. Meyerson's advice and use council services and action programs "right now to assure a constant flow of the right kind of new employees into their plants."

Said Harry A. Porter, executive vice-president of the council: "Every printer knows that his staying in business, his hopes for expanding and his desire to make a reasonable profit all depend on the kind of people he has working for him. We shall be glad to let printers know how the council can help him."

Latest recruitment tool offered by the council is a 22-minute, sound-color 16-mm film titled "Printing—a Future Unlimited" and addressed specifically to young people. The council believes it should be shown in every community where printing is a major industry, and by every printer interested in attracting properly qualified young people to a vocation in printing.

Leslie Shomo, National Publishing Co., Washington, D.C., plans to show the film to as many school and civic groups as possible. "We are using the council's entire program and

it is paying off," he said. "The apprentices we hired during the past year are doing splendidly and we expect this to continue. Every printer could get the same results by following through on the council's program."

How to get the industry's message across to young people, teachers, guidance counselors and youth groups—what to say, do and show—is described in these council publications and reports:

Recruitment, Selection and Guidance Programs, \$5; Personnel Recruitment, Selection and In-Plant Training, \$10; Manual for Use by Local Graphic Arts Industry Education Advisory Committees, \$10.

Prices are discounted ten per cent for council members. For a list of other material address the council at 5728 Connecticut Ave., N.W., Washington, D.C.

- ★ PET PEEVE DEPARTMENT: Makers of newspaper inks ought to get busy and develop an ink that would not rub off after a press run. Ever buy a paper on your way home, read it on the train, and get off with hands looking as though you'd been digging coal?
- ★ NOW'S THE TIME for printers to go after more volume from companies which, according to the *Wall Street Journal*, are trying to wring more results from their advertising dollars as competition stiffens and sales decline.

Institutional advertising is giving way to specific product promotion, direct-mail style pinpointing distinct groups of prospects.

This is a "hard sell" period prompting a switch to printed advertising, newspapers and magazines as direct mail, catalogs, bulletins. Higher rates are trimming TV time. Newspaper and consumer magazine rates may rise again. The media that can take the "hard" out of selling will get the business, regardless of rates.

How to cash in on this opportunity? Go over your accounts. Go after customers—prospects, too—who sell products to specific groups. Tell them why and how direct mail can help them get more results from their advertising dollars.

★ THE LAST WORD IN EPITAPHS: In the one hundredth issue of Jonathan Cape's *Now and Then* we found this lament of a dead author by Daniel George:

I suffered so much from printer's errors

That death for me can hold no terrors.

No doubt this stone has been mis-dated

I wish to Christ I had been cremated.

We have just adopted a new hobby: collecting epitaphs by or about printers. Care to contribute?





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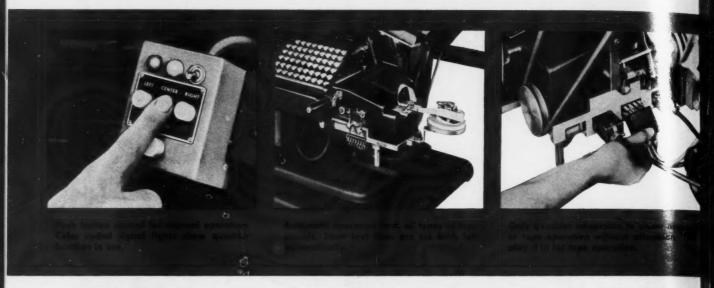
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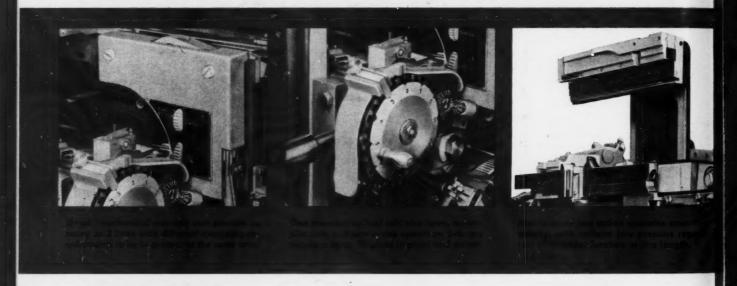
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